



WHAT

Mahindra, the leading automobile was looking for a high impact platform to build & expand its engagement with customers.

ITW facilitated a one-of-a-kind proposition through a multi-team sponsorship deal with a different model of Mahindra's SUV range associated with each IPL franchise.

- Royal Challengers Bangalore - All electric Mahindra XUV 400
- Mumbai Indians - Mahindra XUV 700
- Rajasthan Royals - Mahindra Thar
- Delhi Capitals - Mahindra Scorpio

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FOR INDIA'S FIRST EVER GREEN AUCTION!**

**WIN THE RCB SPECIAL GREEN JERSEY SIGNED BY
THE WHOLE TEAM!**



OBJECTIVES

The main objective was showcase Mahindra's range of SUV's and increase the brand's salience in the market.



EXECUTION

ITW assisted Mahindra in developing a digital wave by creating distinctive content for their four different XUVs with the four IPL franchises which was amplified across social media platforms. We helped position Mahindra to be able to create unique content for each team that resonated with the respective SUV's brand identity. ITW ensured the theme of the content for the four franchises was distinctively different and targetted towards reaching a larger target audience.

RCB: The Mahindra logo was featured on the trousers of the green jersey, showing their support for RCB's Green Initiative.
Delhi Capitals: The logo was positioned at the back of the helmet.

RESULTS

This campaign led to massive social media engagement across all the social media platforms of the four IPL Teams (Delhi Capitals, Rajasthan Royals, Mumbai Indians and Royal Challengers Bangalore).

The Total Impressions achieved is **61.56 Million**
The Total Engagement achieved is **4.63 Million**