

# Cricket Meets the Streets: LAKHY THE TIGER Kicks Off Indian T20 Season with Road Rally in Kolkata

Category: Business

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The 18th edition of the Indian T20 League kicked off with a thrilling opening match between Kolkata Knight Riders and Royal Challengers Bangalore.



## **LAKHY THE TIGER Kicks Off Indian T20 Season with Road Rally in Kolkata**

To build excitement, Parimatch Brand Hero LAKHY THE TIGER led a high-energy roadshow through the heart of Kolkata, bringing cricket fever to life ahead of the match.



## LAKHY THE TIGER Kicks Off Indian T20 Season with Road Rally in Kolkata

Held on Saturday, March 22, the 15-kilometer roadshow commenced at the iconic Victoria Memorial and made five key stops across the city. A convoy of ten bikers, dressed as Parimatch Brand Hero LAKHY in yellow-and-black costumes rode Parimatch-branded motorcycles and waved the brands signature flag.

The team distributed 3,000 exclusive flyers at each stop, similar to Indian T20 match tickets. Each flyer offers fans a chance to enter the “**JEET KA TYOHAAR**” Grand Tournament, where lucky participants can win a brand-new Porsche.

*“Cricket isn’t just a sport-it’s a way of life in India!”* roared **Parimatch Brand Hero, LAKHY THE TIGER**. *“That’s why I took the wild energy beyond the stadium-to bring the buzz and roarr with fans who live for every boundary, wicket and win. Are you rrready Let’s rock and rrroar!”*

The roadshow sparked buzz across social media as fans gathered to capture selfies, record videos, and scan the flyers-turning the activation into a trending moment.

It follows a successful rooftop fan event in Kolkata with Parimatch brand ambassador Sunil Narine earlier this month. Stay tuned as Parimatch rolls out more surprises throughout the Indian T20 League season.

