

Cricketer Shreyas Iyer Unveils SoBo Mumbai Falcons Yoddhas Jersey and Flags Off 13 Player Contracts to Empower Emerging Talent

Category: Business

written by News Mall | July 29, 2025



National cricket sensation Shreyas Iyer today unveiled the official jersey of [SoBo Mumbai](#) Falcons Yoddhas for Upcoming Pro Govinda League Season 3, marking not just the start of a new season but a bold leap in India's evolving sports landscape. At the heart of this initiative lies a bigger purpose – a deep commitment to nurturing talent, elevating traditional formats, and pushing the boundaries of Indian sport.



Cricketer Shreyas Iyer unveils the SoBo Mumbai Falcons Yoddhas jersey with team owners Ameet H Gadhoke & Pratik Thakur, joined by Kshitij Thakur, Hitendra Thakur & dignitaries

While the Mumbai Falcons have already made headlines by reaching the T20 Mumbai League finals, they are now expanding their legacy beyond the boundary ropes.

Iyer, who recently led his team to the IPL final, presented the first player contract to members of the Mumbai Falcons' Club and Corporate team, as part of a first-of-its-kind official contract ceremony – a significant step toward professionalizing homegrown formats and recognizing untapped potential.

"I'm proud to be associated with the Mumbai Falcons. This isn't just about sport – it's about identity, teamwork, and creating pathways for those who give their all," said **Shreyas Iyer**.

"Some of our richest traditions demand as much discipline and skill as mainstream sports, and it's time they get their due."

The launch included a limited reference to the upcoming indigenous league season, where the yoddhas will complete

under their new colours. However the days larger highlight was the announcement of 13 official player contracts, set to be rolled out tomorrow – selected purely on merit and performance, cutting across team boundaries to support emerging athletes across the board.

Mumbai Falcons' Vision: Building the Future of Indian Sport

SoBo Mumbai Falcons are not just building a team they're shaping a movement.

Beyond T20: A Continued Legacy

The Mumbai Falcons are redefining regional franchise models by investing in long-term athlete development, infrastructure, and high-performance environments.

Contracts with Purpose

The upcoming 13 contracts will offer unprecedented growth opportunities, extending to deserving individuals across different sporting disciplines – all based on pure merit.

Professionalism at its Core

By introducing structured contracts, Mumbai Falcons are infusing BCCI-level professionalism into newer formats, and offering world-class infrastructure and career support that rivals international systems.

Setting a National Benchmark

With this approach, SoBo Mumbai Falcons are becoming a blueprint for regional sporting success from cricket to culturally rooted formats offering genuine growth paths for athletes.

Mumbai Falcons Yoddhas Co-owner, Pratik Thakur said, *"Whether it's Racing, cricket or cultural formats, our aim is simple to build systems that recognise skill, promote discipline, and*

reward perseverance. Our youth need belief, support, and structure. Mumbai Falcons are here to provide all three."

The Mumbai Falcons' evolving role in India's sporting story goes beyond seasonal wins it reflects a long-term investment in the spirit of competition, community, and culture, extending all the way to the global stage through their international racing team competing in world motorsport championships.

