

Hisense Ignites Global Football Fever in India with FIFA Club World Cup 2025™

Category: Business

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The advertisement features a dark blue background with a stadium scene. At the top left is the Hisense logo. Next to it is the FIFA Club World Cup 2025 logo, which includes a circular emblem with 'CLUB WORLD CUP 25' and 'FIFA'. To the right is a badge that says 'GLOBAL NO.1 in 100+ TV'. Below these is the text 'OFFICIAL PARTNER'. The main headline reads 'COMPLETE YOUR HOME WITH Hisense', with 'Hisense' in a large, stylized green font. In the center, four football players are shown in a collage. Below them is a white Hisense smart TV displaying a colorful abstract image. To the right of the TV is a white Hisense air conditioner. At the bottom, the slogan 'OWN THE Moment.' is written in a green, stylized font. A small footnote at the bottom right states: '*Source of Global No.1 in 100+ TV: Cnn, 2022-2024.'

[Hisense](#), a global leader in consumer electronics and official

partner of the FIFA Club World Cup 2025™, is lighting up the world's biggest sporting arenas with its bold pitch-side message "HISENSE 100" TV, GLOBAL No.1." The message, prominently displayed across FIFA Club World Cup 2025™ stadiums, highlights Hisense's leadership in large-screen and MiniLED display technologies.

The advertisement is set against a vibrant background of a soccer stadium at night, filled with spectators and illuminated by bright lights. In the center, four soccer players from different teams are shown in a collage. Below them, a white Hisense air conditioner is displayed. At the bottom, three Hisense televisions are shown: two QLED models on the left and right, and a central MiniLED ULED model. The central TV displays a large, colorful soccer ball. The Hisense logo is prominently displayed in the top left, and the FIFA Club World Cup 2025 logo is in the top center. A badge in the top right corner reads "GLOBAL NO.1 in 100+ TV". The text "OFFICIAL PARTNER" is written below the FIFA logo. The main headline reads "COMPLETE YOUR HOME WITH Hisense". At the bottom, the slogan "OWN THE Moment." is written in a stylized font. A small footnote at the bottom right states: "*Source of Global No.1 in 100+ TV: QLED, 2023-2024."

Hisense and FIFA World Cup 2025

According to Omdia Q1 2025 data, Hisense ranks No.1 globally in 100-inch and above TVs (56.7%) and MiniLED TVs (29.3%), validating its dominance in the premium TV category. The brand has maintained its leadership in the 100"+ TV segment consistently across 2023, 2024, and Q1 2025.

As the Official Partner of the FIFA Club World Cup 2025™, Hisense is leveraging the global stage to deepen its emotional connection with fans and enhance brand visibility. In line with this global momentum and its commitment to sports and entertainment enthusiasts in India, Hisense has also launched its latest smart TVs -U7Q Mini-LED and E7Q Pro.

"We are proud to bring the energy of the FIFA Club World Cup 2025™ and the excitement of global football fever into Indian homes. With AI-powered picture processing, premium gaming-centric features, and immersive display technologies, we're delivering a stadium-like experience that resonates with sports lovers and families alike," said **Mr. Pankaj Rana, CEO, Hisense India.**

Hisense India continues to invest in long-term growth. Its product portfolio includes TVs, refrigerators, air conditioners, washing machines, and more. The brand is also building strong retail partnerships across the country.

About Hisense India

Hisense India is a subsidiary of Hisense Group, a global leader in consumer electronics and home appliances. With a presence in over 160 countries, Hisense is known for its innovation, cutting-edge technology, and high-quality products spanning televisions, refrigerators, air conditioners, washing machines, and more.

Globally, Hisense holds the No.1 position in the 100" TV category (Source: Omdia 2023-24). Committed to delivering exceptional value and world-class experiences, the brand is focused on product innovation and manufacturing, robust retail

partnerships, and long-term growth in the market.

For more information, please visit: www.hisenseindia.com.

