

Skyscanner Appoints Suryakumar Yadav as Brand Ambassador for India

Category: Business

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- Appointment comes as 47% of Indians love to travel to watch their favourite cricket matches live in the phenomenon of 'sport-led' travel
- Skyscanner's collaboration with 'SKY' reflects its growing relevance in India and commitment to building stronger connections with travellers

Leading global travel app [Skyscanner](#) today announced Suryakumar 'SKY' Yadav as its first-ever brand ambassador in India. Celebrated on the cricket field as 'Mr. 360' for his all-round play, SKY will now bring that same spirit to travel, partnering with Skyscanner to inspire and promote travel discovery as the Mr. 360 of travel. Soon to captain the side

in the upcoming Asia Cup, this landmark collaboration draws upon the cricket star's cultural influence and national appeal to expand Skyscanner's reach and consumer engagement across India.



SKY- Brand Ambassador Skyscanner in India

SKY's dynamic personality resonates with Skyscanner's core audience of digital-first, lifestyle-oriented travellers constantly seeking fresh experiences, making the collaboration authentic and strategically aligned. His energy, lifestyle, and love for adventure mirror the brand's mission to make travel simpler, smarter, and more inspiring.

With nearly half (47%) of Indians willing to travel to watch cricket live, the growing phenomenon of sport-led travel in the country, as highlighted by Skyscanner's 'Pitch Perfect Journeys' report -complements this partnership and uniquely positions Skyscanner to tap into the passion for cricket. It turns the excitement of both leisure and cricket into a gateway of unforgettable travel experiences.

The partnership kicks off with an exciting contest on both Skyscanner India and SKY's social media pages, inviting

participants to curate a personalized travel plan for SKY using Skyscanner's features. From underrated destinations to hidden gems and authentic local experiences, users can showcase their ultimate travel plans. The top 10 entries will be rewarded with an exclusive meet-and-greet with him, offering an opportunity for engagement between the brand's community and the newly appointed ambassador.

Sharing his views, **Suryakumar Yadav, Skyscanner Brand Ambassador**, who is represented by RISE Worldwide, said, *"Travel has always been something that excites me as much as cricket- whether it is exploring new places during tours or discovering hidden gems on break. Partnering with Skyscanner feels natural because it's about making travel simple, smart, and full of possibilities. I'm looking forward to inspiring more fans to combine their love for cricket with the joy of discovering the world."*

Speaking on the collaboration, **Neel Ghose, Country Manager & General Manager, Travel Expert, Skyscanner, India**, shares, *"We are really excited to welcome SKY to the Skyscanner family. His connection with people across India makes him the perfect partner to help us show travellers just how simple, affordable and joyful planning a trip with Skyscanner can be. With him alongside, we aim to make travel not just more accessible, but a source of inspiration and connection for every Indian traveller. Last year, we inaugurated our first office in India and today marks yet another special occasion with SKY as the face of our brand. This is a testament to our growing presence in the market and how we wish to highlight travel to wider demographics, inspiring exploration with Skyscanner as a trusted travel partner."*

Together, Skyscanner and Suryakumar Yadav aspire to empower Indian travellers to dream bigger, travel smarter, and embrace new adventures with confidence.

Stay tuned for upcoming announcements and initiatives on this

partnership!

About Skyscanner[®]

Skyscanner is a global leader in travel that helps travellers plan and book their trip with ease and confidence. Every month, Skyscanner connects millions of travellers, in 180 countries and 37 languages, to more than 1200 trusted travel partners so they can find flight, hotel or car hire options.

Founded in 2003, Skyscanner has offices worldwide, in Europe, Asia-Pacific and North America where traveller-first innovations are developed and powered by data and insights. Making use of the latest technology, Skyscanner simplifies the complexity of travel and provides honest and transparent solutions, searching around 100 billion prices every day so travellers can be sure they've seen the best possible options, all in one place.

