

# Brand UP to vroom at MotoGP event

TIMES NEWS NETWORK

**Lucknow:** The first MotoGP in India will be kickstarted in Greater Noida's Buddh International Circuit on September 22.

The three-day event will see participation of 275 companies such as Red Bull, Shell, B-Win, BMW, Oakley, Monster, Motul, Tissot, Repsol, Polini, Go Pro, Honda, Michelin, Amazon, DHL, and Petronas. A government spokesperson said that with CEOs of these companies expected to attend the event, meetings are being scheduled with them in an effort to bring in investments into the state and build "global recognition of Brand UP".



A billboard of India's maiden MotoGP being displayed along a busy road on the outskirts of New Delhi on Wednesday

The government has anticipated that about 1.5 lakh people will be attending the event each day, including 10,000 international visitors. The event will also be broadcast in

200 countries and tickets for the event are being sold in the price range of Rs 800 to Rs 1.80 lakh.

The spokesperson said that 20 different racing events are being organised over the three days with the final race slotted for September 24. "This premier sporting event will see participation of 11 teams and has attracted racing enthusiasts from across the globe to Greater Noida. According to an estimate, the broadcast of this event will reach more than 45 crore viewers all over the world," the spokesperson said.

He added that the event will position India, particularly UP, as a destination for

sporting events, including motorsports. It will also establish UP as a preferred destination among global corporations. Sources said that Invest UP has prepared a comprehensive plan to attract investments into UP through this event.

"Following the success of the Global Investors Summit 2023, which saw investment intents of Rs 37 lakh crore being made, the MotoGP event will now see the world's leading multinational brands, including Sporting World, visit us. The state government is leaving no stone unturned to leverage this opportunity to expedite investments in the region," the official said.