

## Haryana Steelers unveil the 'Team Jersey' with Principal Partner JSW Cement Ahead of Pro Kabaddi League Season 12

**Mumbai, 25<sup>th</sup> August, 2025:** The Pro Kabaddi League (PKL) defending champions, **Haryana Steelers**, launched their official team jersey for the upcoming season with their **Principal Partner JSW Cement**. The launch took place at the **JSW Centre** in the presence of **Gurminder Singh, Head of Marketing, JSW Cement**, and **Divyanshu Singh, CEO, Haryana Steelers and JSW Sports**, alongside the team captain, Jaideep Dahiya, Vice-Captain Rahul Sethpal, Naveen Kumar and Vinay Tevathia who came together to reveal the new look. **JSW Cement**, part of the JSW Conglomerate, has been associated with the team for the past two seasons and continues its support into the **third consecutive season as Principal Partner**.

The event celebrated the team's championship spirit and determination to get off to a flying start in the new season. JSW Cement, one of the key partners in the Steelers' journey, showed their continued commitment towards promoting sporting excellence and reinforced their association with one of India's most exciting kabaddi teams through its presence at the launch.

*"JSW Cement is delighted to continue its association with the Haryana Steelers as their Principal Partner for the third consecutive year," said Gurminder Singh, Head of Marketing, JSW Cement. "The energy and dedication of the team are a powerful reflection of our brand's character and spirit. As the Steelers take to the mat to defend their title, we wish them the best for their upcoming season."*

On the occasion of the launch, **Divyanshu Singh, CEO, Haryana Steelers and JSW Sports** said, *"At JSW Sports, we are focused on building teams that embody resilience, hard work, and a winning spirit; values the Steelers have consistently displayed. With the continued support of partners like JSW Cement, and the passion of our fans, we are confident the team will deliver yet another electrifying season as the defending champions."*

As the countdown to the season begins, the team is confident, battle-ready, and eager to rewrite history.

### About Haryana Steelers:

*Owned by JSW Sports, the Haryana Steelers are one of the most dynamic franchises in the Pro Kabaddi League (PKL). Rooted in Haryana, the birthplace of kabaddi, the team embodies the values of resilience, strength, and unity. The Steelers scripted history in Season 11 of PKL (2024–25) by lifting their maiden Pro Kabaddi League title. After a heartbreaking loss in the Season 10 final against Puneri Paltan, the team staged a remarkable comeback to dominate Season 11 and finishing as league toppers with 15 wins in 22 matches and 84 points, and eventually defeating Patna Pirates in a thrilling final to be crowned champions. With a strong legacy, world-class support through JSW Sports' Inspire Institute of Sport (IIS), and a passionate fan base, the Haryana Steelers continue to aim higher - representing Haryana's kabaddi culture with pride and inspiring the next generation of players.*



***For media queries:***

***Omkar Acharya***

***Mob: +91 93266 65125***

***Email: [omkar@conceptpr.com](mailto:omkar@conceptpr.com)***

***Pallavi Ramesh***

***Email: [sports@conceptpr.com](mailto:sports@conceptpr.com)***