

YES Bank 2018 Legends Cup has roped in La Liga as its global football partner

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Mumbai , India's largest corporate football tournament - YES BANK Legends Cup, organised by Footplay Sports, has announced a brand-new edition that will kick-off across six cities from October 2018 to March 2019. There is a massive backing for this elite football tournament. The event was graced by the star presence of Bollywood star Sonakshi Sinha, model actor Nora Fatehi, and actor, VJ and Footplay Sports' ambassador - Rannvijay Singha among many others. A major buzz was created around the event when they announced La Liga as their global football partner. This tie-up will give the Winning Team from the Legends Cup tournament an opportunity to go for a La Liga footballing experience in Spain. [caption id="attachment_283170" align="aligncenter" width="601"] **Neil Sanghvi, Pranav Premnarayan, Sonakshi Sinha, Sajjad Meherally, Hemant Sharma, Rannvijay Singha**[/caption] YES BANK Legends Cup tournaments' fourth edition will be played across Mumbai, Pune, New Delhi, Bengaluru, Kolkata and Hyderabad. Over 600+ teams and approximately 6000+ players from India's biggest corporate houses will participate from all the cities. Bollywood superstar Sonakshi Sinha along with Rannvijay Singha, Karan Ahluwalia, Senior President, & Country Head, Media & Entertainment, Sports and Luxury Banking Group, YES BANK and Jose Cachaza, La Liga, Managing Director (India) unveiled the event trophy and official jersey at a glittering event on Tuesday. Speaking at the event, Bollywood Actress Sonakshi Sinha said, "Why should boys have all the fun? Women are not behind men in any field, and sports is something that builds character, women should get out there and develop their skills, get fit and you have the opportunity through the Yes Bank Legends cup. So make the most of it and strive to be a legend." Rannvijay Singha from Footplay Sports said, "Participative sports are soon taking over as major sporting events in India. The Legends Cup has witnessed an unprecedented response and it makes us realize how India is truly emerging as a football playing country making it part of our culture. We have emerged as the biggest platform for corporate football in the country and now with La Liga coming on board as a global football partner, we are happy to provide a unique opportunity to our winning players. Further support from YES BANK has ensured that the fourth edition of the Legends Cup will revolutionize the way corporate football is played." Speaking on the occasion, Hemant Sharma, Partner at Footplay & Director and Co-Founder, IT Magia Solutions said, "Legends Cup is a massive platform for corporate players and enthusiasts of our country to build on their talent and fitness through this fine sport. The Legends Cup's crown jewel is that the participating teams acquire a global outlook on how this sport is played out in the biggest Football League across the world. This is a top-tier corporate sporting event, and when it comes to team bonding and physical fitness oriented programs, it doesn't get any bigger and better than this." Other partners for the tournaments are Neil Sanghvi, Director, Oxygen Entertainment & Partner - Footplay Sports, Sajjad Meherally, Managing Partner, Oxygen Entertainment, Govi Tyler, and Pranav Premnarayan were also present during the launch of Legends cup.

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