

## PRESS INFORMATION NOTE

### **PRCAI Collaborates With Indian Deaf Cricket Association For Sixth Edition of Public Relations Premier Cricket League**

**New Delhi, Saturday, Feb 11, 2022:** Public Relations Consultants Association of India (PRCAI), joined hands with Indian Deaf Cricket Association (IDCA) for the first time ever, to host a special sporting event of equals at its annual Public Relations Premier Cricket League (PRPCL).

PRPCL 2023 is a celebration of teamwork, industry camaraderie, and brings everyone together for one of India's favourite sporting game of cricket. Through this special collaboration, PRCAI welcomes diversity and inclusion of the specially-abled cricketers who are today mainstream players and making a mark on a global stage.

Speaking on the occasion, **Deeptie Sethi, Chief Executive Officer, PRCAI**, said, "PRCAI's cricket premier league has become one of the most awaited member event of the year and demonstrates high team spirits, great energy and brings the industry together to celebrate equality and oneness. This new collaboration with the Indian Deaf Cricket Association is ultra-special and an inspiration to see the world of equals. We thank IDCA team for their enthusiastic and competitive spirit that made this weekend a great sporting event for our PR industry."

**PRCAI's Vice President, Kunal Kishore** added, "We are excited to see the enthusiasm shown by all member firms for this league. Our endeavour though all such activities is to bring the industry together on a fun platform. We have seen growing competitiveness for the tournament and it only reflects how this event is gaining massive traction."

The sixth edition of PRPCL 2023 (North) was held this weekend on February 18 & 19, 2023 and the Semi-finals and Finals will be held between 14 participating PR consultancies on Saturday, Feb 25. On Saturday, one of the most humbling experiences on the field was witnessing the two benefit matches played between the players from IDCA and Team Archetype and BIU Warriors from Concept BIU on the other side, showcasing the true spirit of sportsmanship in this world-class sport.

Reena Jain Malhotra, Patron of IDCA, Sumit Jain, President of IDCA, Coach Devdutt Baghel and other committee members joined to motivate and encourage the players.

**Roma Balwani, CEO & Brand Custodian, IDCA** commented, "This special collaboration of PRCAI - IDCA to promote specially-abled cricket is a testimony to social & diversity inclusion. Thank you team PRCAI for this partnership that truly envisions an equitable world and provides a unique platform to demonstrate & provide equal opportunities for specially-abled cricketers talent. 'Cricket for a Cause' is an endeavour to celebrate IDCA's journey in India & globally to create awareness & mainstream Deaf Cricket. We are thankful to IDCA's 'Cause Partner' Hero Motocorp for supporting the PRPCL 2023 Benefit Match & motivating our team."

PRPCL 2023 matches were streamed live for the first time and cricket fans, consultancy employees can watch online by downloading the MySport app.

This is the only cricket league amidst the PR community that encourage both men and women to participate in the games. Each playing team includes a minimum of 2 women players amongst eleven players. The consultancies are also eligible to invite 2 corporate communications professionals from their respective clients to join the tournament.

Tata Motors, the title sponsor of PRPCL 2023, displayed onsite India's bestselling Nexon EV at the Gymkhana Club, Delhi, with vehicle walk-arounds and test drives. Hero Motocorp and Godrej have been extending continued support to PRCAI for this event. Select category team prizes are sponsored by PR Consultancies including Kaizzen PR, MSL and Avian We.

Hero Motocorp sponsored cash prizes to IDCA players that were handed over by the dignitaries.

PRPCL was started 6 years ago and is held annually in North and West regions and serves as a platform to interact, network and enjoying a game which is active lifestyle today. Stay tuned for matches in Mumbai in March 2023.

For more information about PRPCL and to access the complete list of participating teams and winners subsequently, visit [www.prcai.org](http://www.prcai.org)

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### **About PRCAI**

*Founded in 2001, Public Relations Consultants Association of India is the India's most credible and influential flagship trade association in public relations. Through its code of conduct, PRCAI promotes professional standards to create a more prosperous PR industry in India and encourages its 85 plus member base across categories to adhere to the highest standards of ethical practice. PRCAI is also the member of the International Communications Consultancy Organisation (ICCO), the umbrella body for 41 PR associations and 3,000 agencies across the world. The PRCAI has a strong North, South, East and West regional network which provides cohesive and uniform support to its members.*

### **About IDCA:**

*Formed in 2020 in lieu of the Deaf Cricket Society (DCS) under the NCT of Delhi Societies Registration Act 1860, the Indian Deaf Cricket Association (IDCA) is a governing body for deaf cricket in India. It is an apex national cricket specially-abled association which leads and promotes deaf cricket in India and abroad. Deaf Cricket Society (DCS) is a non-profit voluntary organisation registered under the act of 1995 for people with disabilities (equal opportunities, protection of rights & full participation). It is solely dedicated to serving the cause of persons with disabilities. DCS was founded in April 2012 and its area of operation is across the entire country.*

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