

## **PRESS INFORMATION NOTE**

# **PRCAI Brings The PR Community Together With Sporting Experiences**

## **Salutes Indian Deaf Cricket Association's Win In The Benefit Match**

**New Delhi, Thursday, February 29, 2024:** The Public Relations Consultants Association of India (PRCAI) continues its efforts to foster collaboration and camaraderie within the PR community through existing and new sporting initiatives. The sporting action in the year, began with the return of popular Public Relations Premier Cricket League's (PRPCL) seventh edition in the capital.

PRPCL North was held at Gulmohar Park Club in Delhi over two weekends on February 18, 19, and 24, where sixteen agency teams played 38 matches. The league will travel to Mumbai and PRPCL West will be held at Khar Gymkhana on March 8 and 9, 2024. Soon after, Bengaluru will debut the much-awaited PubQuiz on March 27, 2024.

### **PRPCL 2024: Celebrating Cricket and Inclusivity**

Sponsored by Hero MotoCorp, the 3-day tournament, showcased a remarkable display of talent and sportsmanship and has become a hallmark event in the PR industry, uniting professionals in their shared love for cricket and fostering a sense of discipline and well-being. Media Mantra Strikers emerged as the 2024 PRPCL North champions, followed by BCW Blasters as the First Runner Up. Further, the title of Second Runner Up was shared by BIU Warriors and Kaizzen Knights.

This year's event saw significant participation by men and women on the field with the introduction of light athletics, adding competitive and fun races, beyond PRPCL. The playground saw 100 metre race, relay, and tug of war competitions.

The highlight of the sporting excursion was PRCAI's collaboration with the Indian Deaf Cricket Association (IDCA) for the second time that further exemplified the organization's commitment to inclusivity, providing specially-abled cricketers a platform to play with mainstream players. IDCA won the Benefit Match against AvianWe Challengers who were 2023 PRPCL North winners, showcasing a spectacular case of will, skill, and determination.

"PRPCL represents a milestone in our ongoing efforts to promote well-being and, inclusivity, through sporting excellence within the PR community. The addition of light athletics this year and our continued collaboration with IDCA underscores our commitment to unify the industry and build equitable environment for all professionals," said Deeptie Sethi, Chief Executive Officer of PRCAI.

Roma Balwani, CEO & Brand Custodian, IDCA, said, "PRCAI has forged a strong emotional bond with Indian Deaf Cricket Association that resonates with our mutual interest to promote diversity and inclusivity through sports. We are truly honoured with this ongoing partnership and this platform provided to IDCA that has created so much excitement and has demonstrated amazing sportsmanship & camaraderie on the cricket pitch each year between the teams. She added, "The win by IDCA team this year made it all the more special to motivate our India team which is gearing up to participate in the upcoming DICC T20 World Cup in Sharjah from March 6 onwards."

### **Exciting March With PRPCL West and Debut Of PubQuiz in Bengaluru**

As PRPCL North concluded, the cricket fever will move to PRPCL West to witness agencies in the region knocking out boundaries for two days of exhilarating matches. To encourage women participation in both leagues, Kaizzen sponsors cash prizes to best women bowler, best women batter and best woman fielder, while AvianWe offers cash prize for the Best Diversity Team, MSL gives away cash prize to Best Sportsmanship Team, and Media Mantra for the Player of the Series.

Starting this March, the Public Relations community will get its first-ever PubQuiz by PRCAI. Conducted by QShala and in collaboration with Unboxing Bengaluru, the industry will celebrate the culture and history of the City of Gardens, through friendly yet competitive quiz rounds. The mind sport will excite city quizzers to test their knowledge and connect with industry peers in an informal club setting.

Girish Balachandran, Founder of On Purpose Consulting, and National Chair, PRCAI Marketing, Communications & Global Networks, said, "In the spirit of fostering a dynamic PR community in Bengaluru, the PubQuiz will not only celebrate our collective knowledge but also building a strong community that works hard and plays harder. We look forward to creating memorable experiences that unite and inspire."

As PRCAI continues to innovate and expand its range of initiatives, the organization remains steadfast in its mission to unite and empower the PR community. Through events like PRPCL and the Bengaluru PubQuiz, PRCAI aims to provide professionals with valuable opportunities for networking, skill development, and industry recognition, further strengthening the bonds that unite us all.

For more information about PRPCL, the Bengaluru PubQuiz, and other PRCAI initiatives, please visit [www.prcai.org](http://www.prcai.org).

### **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 100 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 national regional network and activations 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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