

RCB Women Welcomes Kalyan Jewellers as Official Style Partner

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Kalyan Jewellers has been announced as the **Official Style Partner** of the **Royal Challengers Bengaluru Women's (RCB Women)** team as the *Women's Premier League (WPL) 2026* campaign gets underway today. The collaboration brings together a leading jewellery brand with one of India's most celebrated women's cricket franchises, aiming to spotlight style, confidence and empowerment both on and off the field.

A Fashion?Forward Partnership for Sport and Style

The partnership will be showcased through an **integrated marketing campaign** spotlighting key RCB Women players — including **Smriti Mandhana, Shreyanka Patil and Lauren Bell** — celebrating jewellery as a form of personal expression and modern confidence, bridging *high?performance sport* and *everyday style*. The campaign will unfold live across digital and social platforms throughout the WPL season.

Ramesh Kalyanaraman, Executive Director of Kalyan Jewellers, said the association aligns with the team's *resilience, ambition and self?belief*, values the brand sees mirrored in its own identity. He expressed pride in backing athletes who inspire audiences both *on and off the field*, while reinforcing the growing presence and influence of **women's sport** in India.

Cricket Meets Confidence and Jewellery

The move reflects a broader trend of lifestyle and luxury brands collaborating with sporting teams to deepen **cultural relevance** and reach younger, style?savvy audiences. Rajesh Menon, COO of Royal Challengers Bengaluru, welcomed the partnership, highlighting how it reflects women's cricket's *evolving identity* — where excellence in the sport pairs naturally with individual confidence and personal expression.

This year's WPL season features a strong slate of competition and fan engagement, offering brands a powerful platform to innovate in sport marketing. As principal partners like Kalyan Jewellers join traditional sponsors — including long?running supporters such as **Kajaria Tiles** — the ecosystem of women's cricket in India continues to flourish.

With the WPL 2026 now underway, fans can expect to see Kalyan Jewellers' branding across matchday content and campaign activations that intertwine **sport, lifestyle and jewellery design** — reinforcing how fashion and personal style are finding new stages within India's rapidly growing women's sports landscape

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