

Hyundai Motor India Drives Passion for Cricket with ICC Women's T20 World Cup 2026 Campaign

Featuring Smriti Mandhana and Jemimah Rodrigues; the campaign underscores the unwavering support behind India's women cricketers and showcases their grit and passion

Campaign Film: [YouTube](#) | [Instagram](#) | [LinkedIn](#) | [Facebook](#) | [X](#)

Gurugram, June 12, 2026: Ahead of the ICC Women's T20 World Cup 2026, Hyundai Motor India Limited (HMIL) today unveiled its new brand campaign featuring its brand ambassadors Smriti Mandhana and Jemimah Rodrigues. Building on the momentum of a successful ICC Men's T20 World Cup campaign "*Deewane India ka Deewana Humsafar*", the campaign film celebrates the grit and passion of women in cricket, while reinforcing Hyundai's commitment as a proud partner of the sport. While inspired by the same spirit of fandom, the Women's T20 World Cup campaign stands as a distinct narrative that shines a spotlight on the growing support, belief and admiration for women's cricket in India.

Rooted in a powerful narrative, the campaign challenges the long-held notion of cricket as a "gentleman's game." Through striking visuals and a bold message – "We took 'gentle' out of the game" – the film captures the determination, skill and dominance of women cricketers who continue to break barriers with their performance. It showcases how their passion is not only transforming the sport but also deepening India's love for cricket.

Commenting on the launch of the new campaign film, Mr. Virat Khullar, Head – Marketing, Hyundai Motor India Limited, said, "At Hyundai, we believe sport has the power to unite communities, inspire dreams and create meaningful connections. The overwhelming response to our '*Deewane India Ka Deewana Humsafar*' campaign reaffirmed the deep emotional bond between cricket and its fans. With the ICC Women's T20 World Cup, we are proud to celebrate a new chapter of this passion by recognizing the growing influence of women's cricket and the millions of fans who continue to champion the game. This campaign aims to celebrate that shift and spotlight the incredible journeys of players like Smriti Mandhana and Jemimah Rodrigues, who continue to break stereotypes and inspire millions. As a proud partner of the ICC, Hyundai remains committed to supporting this new era of cricket and standing alongside the champions who embody the true spirit of '*Deewangi*'."

As part of its ongoing association with the ICC as a Premier Partner, HMIL will continue to engage fans through curated digital content and targeted outreach during the tournament, amplifying the excitement of the Women's T20 World Cup and bringing fans closer to the game and further strengthening Hyundai's emotional connect with cricket enthusiasts.

About Hyundai and ICC Partnership:

Hyundai Motor Company has partnered with the International Cricket Council (ICC) as a Premier Partner for its global tournaments from 2026 to 2027. This collaboration grants



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Hyundai exclusive rights to iconic matchday moments, in-stadium branding, and innovative fan experiences. The partnership reinforces Hyundai's commitment to connecting with diverse audiences through sport and strengthens its presence in key markets like India, where cricket is a cultural phenomenon. Fans will experience Hyundai's cutting-edge approach via interactive fan zones, vehicle showcases and digital engagement initiatives, aligning with the brand's global sports strategy to engage with culturally significant sports worldwide.

Log on to hyundai.co.in for further information.

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