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ISL 2026-27 to be known as the MG Indian Super League

Indian Super League partners with JSW MG Motor India for the Title Sponsor

National, October 1, 2026: The Indian Super League (ISL) today announced its partnership with JSW MG Motor India for the Title Sponsor of the 2026-27 season, marking the return of a title sponsor to India's premier football league after three seasons. The league will be known as the MG Indian Super League.

MG will become an integral part of the ISL's 2026-27 season, as the league enters a new chapter with a renewed focus on accessibility, fan engagement and building a sustainable football ecosystem in India. The partnership with JSW MG Motor India comes at an important juncture for the ISL, with the **2026-27 season set to begin on October 10** and the competition entering a new club-led commercial era.

Speaking on the partnership, **Karan Yadav, CEO, Indian Super League**, said, "We are delighted to welcome MG as the Title Sponsor of the Indian Super League at an important moment in the league's journey. The return of a title sponsor after three seasons is a significant milestone and a strong reflection of the belief and opportunity around Indian football. As a club-led league, we are entering a new chapter with a clear ambition to build a stronger, more commercially sustainable and fan-focused ISL. MG shares our ambition to connect with a new generation of India, and together we look forward to making this partnership bigger than a brand association and using it to create greater engagement and experiences for football fans across the country."

Vinay Raina, Chief Commercial Officer, JSW MG Motor India, said, "At JSW MG Motor India, we have always believed in the ability of sport to bring people together, inspire young minds and create a positive impact in communities. Football has been an important part of MG's story in India, from our association with Liverpool FC to supporting the next generation of football talent through initiatives such as our work with the Patan Girls.

Our partnership with the Indian Super League is a natural progression of that journey, allowing us to take our engagement with football to a much larger national platform. We look forward to creating exciting and memorable experiences for fans and using the power of football to build a deeper connection between MG and a new generation of India."

MG, an iconic 102-year-old British automotive brand, has built a consistent association with sport globally and in India through both grassroots initiatives and athlete partnerships. Its football journey includes its association with **Liverpool FC** as the club's **Official Global Car Partner and an ongoing multi-year partnership agreement with Arsenal**, which MG used to create fan experiences and engage with India's growing football community. In India, this extended to supporting the **Patan Girls**, a grassroots football team from Gujarat, with infrastructure and community-development support. Beyond



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football, MG has supported women in sport through partnerships with **golfer Tvesa Malik, Paralympic medallist Bhavina Patel, and Khel Ratna and Arjuna Awardee Deepa Malik.**

The **2026-27 ISL season** will return to a full home-and-away format, with clubs competing across the country as the competition builds towards a new era of Indian football.

With MG coming on board as Title Sponsor, the league will enter the new season with a renewed commercial identity and a shared ambition to take Indian football to a wider audience.

The 2026-27 Indian Super League season is set to kick off on October 10, with Bengaluru FC hosting Sporting Club Delhi at the Sree Kanteerava Stadium, Bengaluru, while FC Goa takes on Chennaiyin FC at the Fatorda Stadium, Goa.

About the Indian Super League

The Indian Super League (ISL) is India's top-tier professional football league. The league provides a national platform for professional football, bringing together clubs, players, coaches, fans, broadcasters and commercial partners while contributing to the development of the sport in India. The ISL features 13 clubs: Bengaluru FC, Chennaiyin FC, Churchill Brothers FC, East Bengal FC, FC Goa, Inter Kashi FC, Kerala Blasters FC, Mohun Bagan Super Giant, Mumbai City FC, NorthEast United FC, Odisha FC, Punjab FC and Sporting Club Delhi. The league operates under a club-led commercial model, with participating clubs holding the commercial rights, administrative control and oversight of key operational aspects.

About JSW MG Motor India

JSW MG Motor India, a joint venture between JSW Group and SAIC Motor, combines JSW's deep understanding of the Indian market with SAIC's global automotive expertise. The company is focused on sustainable mobility, advanced technology, localisation, and customer experience, while expanding its product portfolio and manufacturing capabilities with a robust local supply chain.

With a long-term commitment to India, JSW MG Motor India is building a sustainable mobility ecosystem, introducing globally best-available technologies and environmentally responsible solutions for Indian consumers, while supporting the nation's transition to cleaner transportation. The company has also emerged as India's leading EV manufacturer, having sold over 1,50,000 electric vehicles since its first launch, with the MG Windsor as the country's No.1 selling EV. **Website:** <http://www.mgmotor.co.in>

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Facebook: <https://www.facebook.com/MGMotorIN>

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