

Leading Business Press's Take on World Series Hockey

On the heels of impressive opening week viewership numbers and full houses at many matches by week 2, here's what Economic Times and Business Standard have to say (see attached) about the impact and relevance of Bridgestone World Series Hockey.

As more fans and more brands tune into World Series Hockey, cementing its position as India's No 2 and most cost-effective sport, we are inspired to ensure that WSH gets bigger and better.

Thank you for your good wishes and support.