**For Immediate Release**

Cannarma teams up with Entrackr's Unicorn Premier League to highlight the value of medical cannabis products.

* **Cannarma partners with Entrackr's Unicorn Premier League featuring 16 Unicorn companies. Cannarma informed the players on the therapeutic potential of medical Cannabis products.**

**New Delhi, 7 March 2023:** Cannarma, one of India’s most recognized and highly regarded Medical Cannabis brands, is proud to announce a performance partnership with Unicorn Premier League (UPL) 2023. The event started on Feb 24th and its finale is set to be on March 19th at Wisteria Sports Club, Gurugram.

Cannarma worked closely with the Unicorn Premier League team to showcase the state-of-the-art medical cannabis products and shine light on the therapeutical value and ayurvedic potential of the Cannabis plant.

Gift hampers were presented to the CXO level players of the event to help them understand and experience the benefits of Cannarma's Ultra-Premium Cannabis Products over other Ayurvedic items.

UPL welcomed the participation of founders and CEOs of 16 Unicorn companies such as boAt, OYO, Meesho, Mobikwik, Pine Labs, Urban Company, MakeMyTrip among other. The teams got the opportunity to de-stress and network all the while enjoying the game of cricket.

The UPL finale promises to be an exciting event, with notable dignitaries such as Union Minister for Information & Broadcasting and Youth Affairs & Sports Anurag Thakur, and former Indian cricketer Virender Sehwag joining as the chief guests. Razorpay's Harshil Mathur and Snapdeal's Kunal Bahl will also join in.

Apart from the exciting cricket action, the UPL 2023 finale will also feature a special panel discussion, which will see participation from several prominent names from the startup ecosystem. Spinny founder and CEO Niraj Singh, Oyo Rooms founder and CEO Ritesh Agarwal, Ofbusiness co-founder and CFO Ruchi Kalra, Mamaearth co-founders Varun Alagh and Ghazal Alagh, Boat co-founder and CMO Aman Gupta, and Sequoia Capital managing director Harshjit Sethi are among the distinguished panelists.

**About Cannarma:**

Cannarma is a Research & Development company licensed by the Department of Ayush to manufacture and sell Ayurvedic products like CBD oil, hemp seed oil, medicinal cannabis, etc. The company makes high-quality products with all-natural principles. All its products are laboratory tested to ensure the end users has access to a standardized, safe, and consistent product. Cannarma is focused on existing in the pharmaceutical space by operating at the highest standards, providing the deepest levels of evidence and testing available, and educating and changing minds with results generated by the most important part of the company and patients.

**About Unicorn Premier League:**

Entrackr’s Unicorn Premier League 2023 was started with a vision to bring together India's large and diverse startup ecosystem. The event brings together the teams from India’s top unicorns and gives them a chance to engage in a healthy game of cricket. With UPL, Entrackr looks forward to helping develop better bonds in the Indian startup community.

To know more about Hemp (cannabis) seed oil products and other hemp/cannabis medicinal products visit [www.cannarma.com](http://www.cannarma.com) or mail us at [info@cannarma.com](mailto:info@cannarma.com) .

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