



MARKET

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## Radar Tyres signs an agreement with Cricket South Africa as Global Partner

Radar Tyres announces the signing of a multi-year strategic partnership with Cricket South Africa (CSA), becoming a Global Partner of the national "Proteas" and "Junior Proteas" in all major formats.

Under the agreement, Radar Tyres will hold the main sponsorship rights (*headline sponsorship*) for the national men's and women's teams of T20 International, while it will play the role of Associate Partner for the male and female teams of the ODI and Test formats. The partnership also extends to the future of South African cricket: Radar Tyres has in fact been named Official Headline Partner of the Men's and Women's Under-19 Nationals.

The agreement guarantees a wide visibility of the brand both on and off the field, including the exclusive application of the logo on the competition and training uniforms worn by the men's, women's and Under-19 national teams. The men's national team unveiled the new T20I uniform with the Radar Tyres brand during the KFC T20I series, on January 27 in Paarl, South Africa.



From left to right: GS Sareen, President and CEO of Omni United; Aiden Markram – Captain T20I of the South African national cricket team; Mtunzi Jonas, CCO of Cricket South Africa (CSA).

For Radar Tyres, this partnership represents a strategic *brand building* investment in a sport that boasts a very large audience around the world. With a growing presence in global markets, Radar continues to leverage high-impact platforms to strengthen its *brand equity*, while remaining focused on offering premium performance tires at an affordable price.

Commenting on the partnership, **G.S. Sareen**, Founder, President and CEO of Omni United (owner of the Radar brand), said: *'Becoming a Global Partner of Proteas marks a milestone in the global journey of the Radar Tyres brand and reflects our trust in sport as a powerful platform to build brand value, strengthen retailer support, increase trust and credibility, and connect with families around the world. We are grateful to Cricket South Africa for their partnership and proud to support cricket, a sport that plays a fundamental role in uniting communities and inspiring excellence across generations. Thanks to this collaboration, we are able to engage cricket fans both locally and globally, while strengthening Radar Tyres' position as a reliable and performance-oriented brand.'*

**Pholetsi Moseki**, CEO of CSA, commented: *"CSA is extremely proud to collaborate with Radar Tyres, an organization that shares our values and our commitment to excellence. This partnership is a significant milestone, which guarantees support not only to our senior teams but also to the youth teams. It reflects our deliberate approach to collaborating with related organizations, guided by a long-term vision for game development, supporting our players and offering memorable experiences to fans."*

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