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Omni-brand Radar Tyres is committed to the sport of cricket

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Gajendra Singh Sareen - founder, president and CEO of Omni United (from left) - as well as Aiden Markram, captain of the South African national cricket team, and CSA-CCO Mtunzi Jonas are happy about new partnership, ... (Image: SuperSport TV)

With a view to its [tire brand Radar Tyres](#), for which Australian cricket player [Michael Clarke](#) had recently been won [as global ambassador](#), its Singapore-based supplier Omni United has entered into a multi-year strategic partnership with Cricket South Africa (CSA). Under the agreement, Radar Tyres assumes the main global sponsorship rights for the national men's and women's teams in this sport as well as for the respective test teams and U19 national teams in the men's and women's sector. According to Gajendra Singh Sareen, founder, president and CEO of Omni United, this is "a significant milestone for Radar Tyres and underscores our belief that sport is a strong platform to build brand value, strengthen merchant support, increase trust and credibility, and reach households worldwide."



... within the framework of which the Radar Tyres brand takes over the global main sponsorship rights for the country's men's and women's national teams in this sport as well as for the respective test teams and U19 national teams (Image: SuperSport TV)

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