

Omni’s Radar Tires sponsoring South Africa cricket teams

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The Proteas Men revealed a branded T20I kit this week in Paarl, South Africa. Those in attendance included (left to right) GS Sareen, president and CEO of Omni United; Aiden Markram, T20I captain, South Africa national cricket team; and Mtunzi Jonas, CCO, Cricket South Africa (CSA). (Photo by SuperSport TV)

TB By Tire Business Staff January 30, 2026 11:02 AM EST

SINGAPORE — Omni United Ltd.’s Radar Tires has signed a multi-year partnership with Cricket South Africa (CSA), becoming the global partner for the Proteas and Junior Proteas cricket teams across all major formats.

As part of the agreement, Radar Tyres will hold sponsorship rights for the Proteas Men’s and Women’s T20 International teams, while serving as an associate partner for the Proteas men’s and women’s teams.

Omni said the partnership extends to the future of South African cricket, as Radar is the official headline partner of the Proteas Under-19 men’s and women’s teams.

Radar said the partnership “delivers extensive on-field and off-field brand visibility,” with logo placement on match and training kits worn by the Proteas men’s, women’s and under-19 teams.



Omni United's Radar Tires has signed a sponsorship deal with a Singapore cricket organization. This is a 100-foot Jersey that was revealed at Boland Park Cricket Stadium in Paarl, South Africa. (Photo by SuperSport TV)

G.S. Sareen, founder, president and CEO of Omni United, said the partnership marks a “significant milestone in Radar Tires’ global brand journey and reflects our belief in sport as a powerful platform to build brand equity, strengthen dealer support, enhance trust and credibility, and connect with households worldwide.”

He said through the partnership, the company can “engage with cricket fans both locally and globally, while reinforcing Radar Tires’ position as a reliable, performance-driven brand committed to delivering premium-performance tires at an accessible price point.”

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By Kathy McCarron

