

Radar Tyres becomes Cricket South Africa global partner

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(l-r): GS Sareen, President & CEO, Omni United; Aiden Markram - T20I Captain, South Africa National Cricket Team; Mtunzi Jonas, CCO, Cricket South Africa (Photo: Omni United)

Radar Tyres has entered into a multi-year partnership with Cricket South Africa (CSA), becoming the Global Partner for the Proteas and Junior Proteas across all major formats. As part of the agreement, the Omni United brand will hold headline 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 ODI and Test teams. The partnership also extends to the future of South African cricket, with Radar Tyres named Official Headline Partner of the Proteas Under-19 Men's and Women's teams.

The partnership delivers extensive on-field and off-field brand visibility, including exclusive logo placement on match and training kits worn by the Proteas Men's, Proteas Women's, and Under-19 teams. The Proteas Men revealed the newly branded T20I kit during the KFC T20I series, on 27 January in Paarl, South Africa.

Sport a powerful platform

For Radar Tyres, the partnership represents a strategic brand building investment in a sport that has a wide audience across the world. With a growing presence across global markets, Radar continues to leverage high-impact platforms to strengthen brand equity while remaining focused on delivering premium-performance tyres at an accessible price point.

"Becoming the Global Partner of the Proteas marks a significant milestone in Radar Tyres' 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," says G.S. Sareen, Founder, President and CEO of Omni United. "We are thankful to Cricket South Africa for their partnership and are proud to support the sport of cricket, which plays an important role in uniting communities and inspiring excellence across generations. Through this partnership, we are able to engage with cricket fans both locally and globally, while reinforcing Radar Tyres' position as a reliable, performance-driven brand committed to delivering premium-performance tyres at an accessible price point."

"CSA is extremely proud to partner with Radar Tyres, an organisation that shares our values and commitment to excellence," adds CSA Chief Executive Officer, Pholetsi Moseki. "This partnership is a significant milestone, securing support not only for our senior teams but for our junior teams as well. This partnership reflects our deliberate approach to working with like-minded organisations, guided by a long-term vision of developing the game, supporting our players, and delivering memorable experiences for fans. Radar Tyres' support also reinforces CSA's commitment to excellence and inclusion, strengthening our ability to drive high performance across all levels."