

# MEDIA RELEASE



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## AMUL SIGN ON AS SPONSORS FOR PROTEAS WORLD CUP CAMPAIGN

Thursday, 21 September 2023

**JOHANNESBURG:** Cricket South Africa (CSA) is delighted to announce Amul as the team sponsor to the national men's team for next month's ICC Men's Cricket World Cup 2023 in India.

Amul is India's largest FMCG brand and one of India's most iconic and trusted dairy brands and will feature on the leading sleeve of the Proteas World Cup playing kit.

Commenting on the sponsorship, CSA Chief Executive Officer Pholetsi Moseki said: "We are pleased to announce our association with Amul for the 50-over ICC Cricket World Cup. Amul is a brand that is synonymous with excellence and consistency which reflects our own commitment to playing world class cricket.

"The partnership is a significant boost for the Proteas as they prepare to compete on the global stage, aiming to clinch the coveted World Cup trophy."

Mr. Jayen Mehta, Managing Director added: "Sports is an important medium for Amul to connect with today's generation. Milk is the world's original energy drink and is consumed by all sportspersons. We also celebrate the values of milk which are imbibed by today's youth with our BeMoreMilk initiative which will feature the Proteas team. Since Amul had associated with the South Africa team in the 2019 series, we are proud to build our association with the South Africa men's cricket team and wish them all the best for the World Cup."

South Africa depart for India on Saturday, 23 September and will get their campaign underway on 07 October against Sri Lanka in Delhi.

**ENDS**

**Issued by: Cricket South Africa - Corporate Communications**

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### **ABOUT CRICKET SOUTH AFRICA**

*Cricket South Africa (CSA), an affiliate of the South African Sports Confederation and Olympic Committee (SASCOC) and a full member of the International Cricket Council (ICC), is the national*

*governing body for the sport of cricket in South Africa and administers all aspects of South African cricket, men and women, both in the professional and amateur spheres.*