

Tendulkar bats for Castrol

MUMBAI, INDIA: Castrol, the world's leading lubrication company, recently announced the signing of cricketing legend Sachin Tendulkar as their global brand ambassador for the next two years.



In his new role, Tendulkar joins a list of Castrol brand ambassadors which over the years has included the likes of Cristiano Ronaldo, David Beckham, Rahul Dravid and Adam Gilchrist, to name just a few.

As their brand ambassador, Tendulkar will be the face of Castrol cricket initiatives that will revolve around the passion, innovation, and technology that go behind delivering winning performances as well as promoting their leading brands such as Castrol GTX, Magnatec and Edge.

Commenting on this new association, Tendulkar said, "I am really excited about this partnership with Castrol since they are one of the world's great brands and have the same passion for performance that I have on the field. So to me, this partnership seems to be the perfect fit."

"We are really excited about joining forces with the cricketing legend, Sachin Tendulkar, as our global brand ambassador," comments Baskaran Jayaraman, marketing manager for Castrol Africa. "We see this partnership being tremendously successful."

Castrol was recently announced as the official performance partner of ICC until the end of the ICC Cricket World Cup 2015. To celebrate this, and the new Sachin Tendulkar partnership, the company will be running a national promotion in South Africa. Consumers simply need to purchase a pack of Castrol Magnatec from any leading retail outlet or BP forecourt to stand in line to win one of 200 limited edition cricket bats.

For more information about Castrol and Cricket, go to www.castrolcricket.com or www.castrol.com/za.

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