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## Nitesh Estates - Setting New Standards in Real Estate Signs up Virat Kohli as Brand Ambassador



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India: January 21, 2016: Just 5 months after signing \$250million platform partnership with Goldman Sachs, Nitesh Estates have roped in star cricketer and captain of India's Test team, the charismatic Virat Kohli as Brand Ambassador. A winning combination of expertise and experience has given Nitesh Estates an unrivalled position as industry leaders, and today the company stands tall as one of India's most recognized, strong and reliable luxury brands.

Speaking on behalf of **Nitesh Estates**, Mr. Ashwini Kumar, Executive Director and Chief Operating Officer said "Our Company is at its prime, looking forward to spectacular growth and performance on all fronts in the future. We have set benchmarks and unbeatable records in real estate and are well known for our distinguished projects that involve the best of global architectural and design skills. Our vision is to 'win the future' and give Nitesh Estates the leading edge in every aspect of our prestigious and innovative endeavors. India's cricket sensation Virat Kohli as our Brand Ambassador reflects our enthusiasm, passion and energy to stride ahead towards the future."

On his association with Nitesh Estates, **Mr. Virat Kohli** said "I am proud to be associated with Nitesh Estates, as its Brand Ambassador. The company in many aspects reflects the values I hold in high esteem. I respect the fact that as a first generation company it has made extraordinary progress in a very short span. From a modest inception Nitesh Estates has been able to build and scale to global standards very quickly. I am very impressed with their quality of developments across Homes, Hotels, Office buildings and Shopping Malls. I look forward to the rewarding experience of building Nitesh Estates, together with their team, taking it to the next level."

Nitesh Estates has many firsts to its credit. It was one of the first developers in India to attract foreign direct investment (FDI) in real estate with investor like Och Ziff, Apollo global capital, Citigroup Property Investors, Goldman Sachs Inc. Nitesh Estates brought the first Ritz Carlton to India. The iconic batsman and the vibrantly growing company, both envisage, winning the future.