

## Nitesh Estates ropes in Virat Kohli as brand ambassador

Anil Urs



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Bengaluru-based real estate company Nitesh Estates has roped in star cricketer and captain of India's cricket team Virat Kohli as brand ambassador.

This comes just five months after signing \$250-million platform partnership with Goldman Sachs.

Speaking on behalf of Nitesh Estates, Ashwini Kumar, Executive Director and Chief Operating Officer, said: "Our company is at its prime, looking forward to a 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."

Accepting the role, 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."

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