



Virat Kohli is seen as a fitting successor to Sachin Tendulkar and MS Dhoni in terms of brand value.

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India's Test captain Virat Kohli has been named as the brand ambassador of luxury real estate brand Nitesh Estates. [\(Read More in Cricket\)](#)

On his association with the Bengaluru-based company, Kohli said: "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.

"I am very impressed with their quality of developments across homes, hotels, office buildings and shopping malls."

Speaking on behalf of Nitesh Estates, COO Ashwini Kumar: "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. India's cricket sensation Virat Kohli as our brand ambassador reflects our enthusiasm, passion and energy to stride ahead towards the future."

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