

Business Standard

Kohli signed as brand ambassador of Nitesh Estates

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Integrated property development firm Nitesh Estates on Thursday roped in star cricketer and captain of India's Test team Virat Kohli as their brand ambassador.

"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," said Kohli.

"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."