

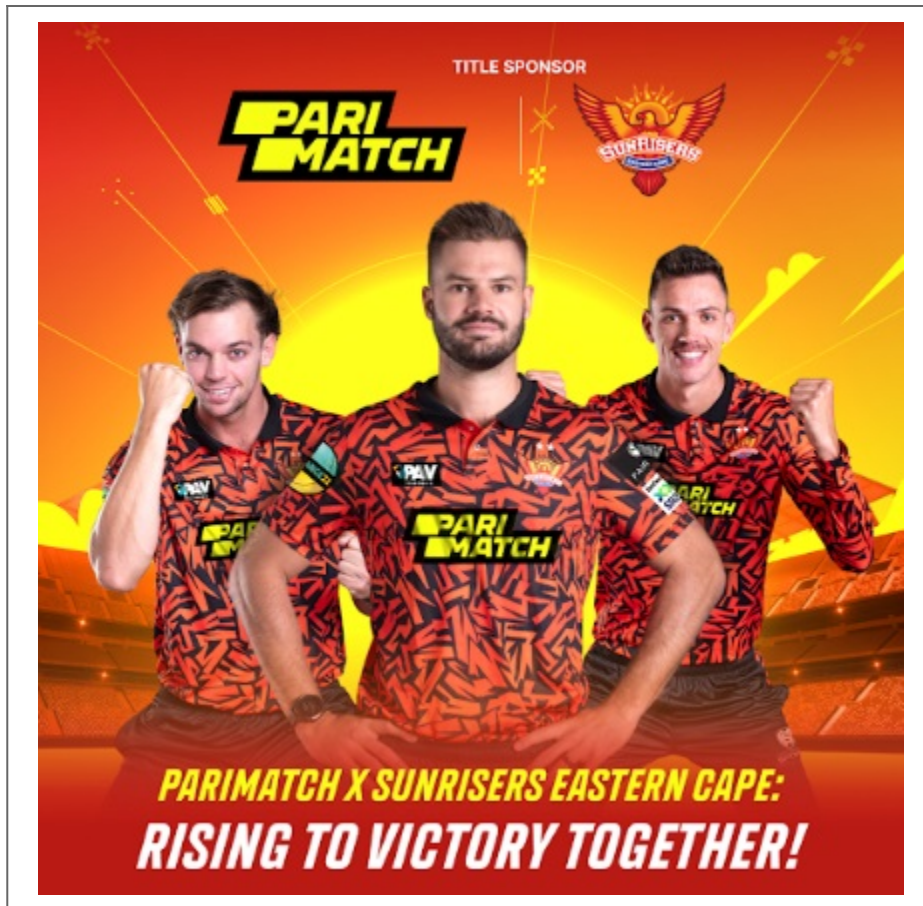
Parimatch Announces Exclusive Partnership with Sunrisers Eastern Cape as Title Sponsor

Category: Business

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Parimatch, the #1 global gaming platform, is thrilled to announce its new exclusive partnership with the Sunrisers Eastern Cape, a renowned South African T20 cricket team from Gqeberha. This strategic alliance marks a significant collaboration between two powerhouses in their respective fields, united by their shared passion for excellence, innovation, and fostering deeper connections with their passionate fan communities.



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This sponsorship further strengthens Parimatch's presence in the dynamic world of cricket by partnering with one of South Africa's most celebrated teams.

The collaboration serves as a powerful testament to the trust Parimatch has earned from the world's most exceptional athletes and teams. From Nicholas Pooran and Sunil Narine to the Antigua & Barbuda Falcons, and now the Sunrisers Eastern Cape, it reinforces Parimatch's reputation as a premier iGaming platform where champions place their faith.

When the best in the game trust Parimatch, fans know they're part of something truly special. This includes exciting meet-and-greet sessions with their favorite players, exclusive interviews, and other initiatives designed to bring sports fans closer to the action and their cricketing heroes.

"We are delighted to welcome Parimatch as our Title Sponsor,

marking an exciting new chapter for our team. This partnership reflects the growing popularity of cricket in South Africa and celebrates the incredible passion of our fans. With Parimatch's commitment to innovation and excellence, we are confident this collaboration will strengthen the Sunrisers Eastern Cape brand and create exceptional experiences for our fans both on and off the field. Together, we look forward to delivering unforgettable moments and inspiring the next generation of cricket fans," commended **Mr. K. Shanmugam, CEO of Sunrisers Eastern Cape.**

"Partnering with the Sunrisers Eastern Cape is a proud milestone for Parimatch as we continue to expand our support for cricket globally. The Sunrisers' passion, resilience, and dedication align perfectly with our values, and we are excited to work together to deliver unique initiatives that bring sports fans closer to their favorites," said the **Parimatch Press Office.**

Sunrisers Eastern Cape is a South African professional Twenty20 cricket franchise team that competes in the SA20 tournament. They made history by winning the inaugural SA20 title in 2023 and reaffirmed their dominance with a second championship in 2024.

With two SA20 trophies, the Sunrisers Eastern Cape has firmly established its place as a powerhouse on the international stage. Known for their passionate and loyal fanbase, the team enjoys unwavering support that brings vibrant energy both to the stands and across social media.

By collaborating with leading cricket teams like the Sunrisers Eastern Cape, Parimatch continues to drive the growth of the sport and nurture a vibrant cricket culture across the South African region and over the globe.

About Parimatch

Parimatch is the #1 global gaming platform, that provides a

complete suite of sports and casino online betting services to its customers. Since 1994, Parimatch has grown to be enjoyed by 3,000,000 active users worldwide. It is trusted by the worlds top athletes: Trinidadian cricket stars Nicholas Pooran and Sunil Narine are among their brand ambassadors. Parimatch is the Regional Sponsor of the Argentine Football Association, the Title Sponsor of the Antigua & Barbuda Falcons cricket team, a Caribbean Premier League (CPL) franchise, and the Title Sponsor of the Sunrisers Eastern Cape, a South African professional Twenty20 cricket franchise team. Since 2019, Parimatch has been one of the leading betting brands in Africa, Asia, and Latin America.

