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The Hundred and BKT Tires become official partners

BKT, a leading Off-Highway tyre manufacturer, has been announced as an official partner of The Hundred.

As part of this partnership, BKT's logo will feature on the leading arm of all eight team's playing kits across the men's and women's competitions in the fourth year of The Hundred, in addition to in-ground advertising.

Rajiv Poddar, Joint Managing Director of BKT: "It's a pleasure and an honor for us to be at the side of this exciting competition that will involve world-class

players from around the world. Also, this partnership fully reflects the value of inclusivity we hold dear, building together both women’s and men’s teams for over five weeks. This is the result of our shared passion for this extraordinary sport, which aims to bring added value to the cricket experience.”

ECB Chief Commercial Officer Tony Singh said: “The Hundred has always been about innovation and attracting a new audience and BKT Tires are aligned with those aims. We look forward to working alongside them as we continue to take The Hundred to as many fans as possible across England and Wales.”

BKT is a multinational company who specializes in the manufacture of tyres for Off-Highway sectors - from agricultural to industrial, earthmoving and OTR. They have a history of embracing sports partnerships and their brand is increasingly recognized by sports enthusiasts and fans across the globe.

Contacts



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