

Beat: Sports

IT AZUR GLOBAL COMPANY HAS SIGNED AS OFFICIAL PARTNER OF CRICKET ALL STARS

THROUGH AZUR FOUNDATION

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USPA NEWS - Azur Global, an information technology company, has signed on as the official IT partner of "Cricket All-Stars" through the company's Azur Foundation. Headlined by living legends Sachin Tendulkar and Shane Warne, the "Cricket All-Stars" is a three-game series in NYC, Houston and Los Angeles...

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'This partnership is a natural fit, given our emphasis on innovation, excellence, raising the bar, and above all, a spirit of playing to win,' said Azur's founder and CEO, Ranghan Venkatraman.

The Foundation has launched AutismZero, the result of a deeply personal journey for Ranghan and his wife Ranjani. They believe the goal of eradicating autism worldwide, and in the process creating a better life for those with autism, as well as their families and caregivers, can be achieved through the foundation's four-pronged LIFE program: Learning, Inclusion, Financial Help and Emotional Support.

As a "Cricket All-Stars" partner, Azur Global will have a strong presence at the three matches as well as informative PSA spots to promote AutismZero.

The "Cricket All-Stars" kicks off on November 7 at Citi Field in New York City. The second match will be on November 11 at Minute Maid Park in Houston. The final match in the series will be on November 14 at Dodger Stadium in Los Angeles. The format will be T20, a much shorter and boisterous form of cricket with the games taking around three hours.

Source : Azur Global

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