

Wasim Akram named brand ambassador of 10PL



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World's foremost tournament for tennis ball cricket finds its newest face in former Pakistan captain

KARACHI: Former Pakistan paceman Wasim Akram was named as the brand ambassador of 10PL, the world's biggest tennis ball cricket tournament on Tuesday.

The tournament is the brainchild of UAE-based Petromann Events to manage, operate and market the Indian team. Petromann Events, brainchild of Abdul Latif Khan, also known as Arif Khan in the sporting arena. The tournament boasts the highest prize money for tennis ball cricket anywhere in the world and is valued at a total of 250,000 Dirhams.

Akram will be the face of the tournament in the lead-up to the second edition of the tournament, scheduled to be held from December 8-15 this year. The week-long tournament, will be held like in the first edition at the Sharjah Cricket Stadium in Sharjah.

Akram played for Pakistan from 1985-2003 and formed part of the famed two Ws combination with Waqar Younis. In his time as a player and captain, Pakistan achieved a lot of success on the international stage. The crowning glory of Akram's achievements was the finish on the podium of the 1992 World Cup under the leadership of Imran Khan.

On his new role, Akram said that, "I am delighted to be the Ambassador of the 10PL cricket tournament. All of us in the subcontinent have grown up playing tennis ball cricket on the streets. Some of us have learnt key tricks that have helped us on the bigger stage as well. This tournament promises to be the perfect platform for raw talents to showcase what they are capable. I am really looking forward to this competition."

Last year a total of 16 teams participated in 10PL and for this year nearly 40 expression of interests have already been received by the organisers for an available 20 spots. This year, the tournament is also expected to attract teams from a number of major corporate houses.

Abdul Latif Khan, chairman, Petromann Events said it is an absolute honour to have Akram as the brand ambassador of the Indian team. "In the coming days we will be unveiling a campaign with Akram to further raise the profile of the tournament," he said.

Last year in addition to regular tennis ball cricketers, former Pakistan wicket-keeper batsman Zulqarnain Haider also participated in the tournament. This year it is expected that two former Sri Lankan Test cricketers-Chamara Silva and Thilan Thushara-could also be seen in action.

Speaking about the format Khan said that, "This format is very popular in India and Middle East. Last year we showed that there had never been an event of this magnitude held anywhere in the world with such a huge prize money on offer. I am confident that the second edition will reach even bigger heights."

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