

KPL ANNOUNCES KINGDOM VALLEY AS ITS TITLE SPONSOR

29th July 2022

Kashmir Premier league announced Kingdom Valley as its Title Sponsor for season 2, on Friday in a showcase signing ceremony event organized at Lahore. Kingdom Valley is owned by Ghulam Hussain Shahid who is also the owner of KPL's newly inducted Franchise Jammu Janbaz.

The show was hosted by Renowned TV anchor Shehzad Khan who carried out the proceedings of the event which announced KPL's title sponsor for the second edition.

A welcome note was given by the CEO of KPL, Mr. Ch Shahzad Akhtar who congratulated the management of KPL for the successful arrangements of the event and said that, "I am grateful to our Chief guest Mr. Shehryar Khan Afridi, who has been a ray of hope in difficult times for us and has always stood firm for the cause of KPL. The arrangements of the second edition are now in full swing and today we are going to announce our Title Sponsor for season 2."

President KPL Mr. Arif Malik took the stage and commemorated the commendable support of Mr. Shehryar Khan Afridi in season 1, "Mr. Shehryar Khan is a man of crisis because he always stands up for those who are in crisis, he is the main catalyst behind the success of KPL season 1 as he made things smooth for us throughout this campaign. He further added, "Welcome back sir for the second season".

Mr. Arif Malik expressed his regards to the owner of Kingdom Valley who adorned the event with his presence, "Ghulam Hussain Shahid is a simple man with dignity and I am grateful to him that his company became our title sponsor and umpire sponsor for this event. When he bought Jammu Janbaz, a franchise which represents the identity of the people of Jammu, little did I know that he would one day also become the title sponsor for KPL, it is an honor for this league that Kingdom Valley is our sponsor under the leadership of Ghulam Hussain Shahid."

Mr. Ghulam Hussain Shahid expressed his views on the second season of KPL and reiterated that, "Honesty is the best policy in every walk of life and by the grace of Allah we will do everything in our power to conduct the second season KPL successfully and facilitate the league with honesty and dignity in this pivotal cricket campaign which is the voice of Kashmiri people."

Owner of Kingdom Valley Mr. Ghulam Hussain Shahid and President KPL Mr. Arif Malik were then called upon stage to sign the agreement of the title sponsor which was the highlight of the event. KPL management then presented Mr. Ghulam Hussain Shahid with a KPL shirt and souvenirs on stage, after which the logo and the official anthem of KPL Season 2 was revealed.

Following this, Director Cricket Operations Mr. Rashid Latif adorned the stage and said, "KPL has shown me a new way in my life, there was a moment a few months back where I could've worked as a coach or as director cricket for a particular franchise in KPL, Mr. Arif Malik showed me better opportunity and a bigger challenge, working for KPL is an honor and with great power comes great responsibility."

Honorable chief guest and former federal minister Mr. Shehryar Khan Afridi took to the stage and expressed his views on season2, "Pakistan has become the voice of the unheard. We will not only become the voice of Kashmiris, but rather we have made a commitment that Pakistan will become the voice of the whole globe. Culture and Sports play a pivotal role in the evolution of a nation. We have enormous potential and our land is very fertile. We have provided opportunity to youth and sports fraternity; we aim to pitch Sports and Kashmir together on the global map.

President KPL presented the former federal minister with a shirt on stage to commemorate his efforts and hard work for the league.

The magnificent event ended on a note from the Superstar Shahid Khan Afridi who remarked, "My felicitations Mr. Arif Malik and to Mr. Chaudhary Shahzad, you guys are doing a noble work for the people of Kashmir, the media who are here also deserve credit as you are disseminating a message of peace, my best wishes to KPL and I hope this time the quality and brand of cricket is even better than the first season".

Following this, players like Ahmed Shahzad, Abdul Razzaq, Kamran Akmal, Umar Akmal gave their closing remarks and congratulated the entire KPL management for a successful event.