



**Regd. Office:** OFFICE ADDRESS: 801-A, 8TH FLOOR, MAHALAYA COMPLEX,  
OPP: HOTEL PRESIDENT, B/H. FAIRDEAL HOUSE,  
SWASTIK CROSS ROADS, OFF: C.G.ROAD,  
NAVRANGPURA, AHMEDABAD: 380 009. Tel:30025866

**E-Mail:** [orient.tradelink@gmail.com](mailto:orient.tradelink@gmail.com), Website: [www.orienttradelink.in](http://www.orienttradelink.in)

**Date:** June 19, 2025

PR & Communications  
Orient Tradelink Limited  
Mail ID : orient.tradelink@gmail.com  
Web : www.orienttradelink.in

## **Orient Tradelink Limited Bags Exclusive Rights for First-Ever Divyang Cricket World Cup – A Historic Leap Towards Inclusive Sports**

**New Delhi | Noida | June 2025 –**

In what is being hailed as a landmark moment in Indian sports broadcasting and inclusive athletic empowerment, ***Orient Tradelink Limited*** has officially secured the exclusive marketing, merchandising, and promotion rights for the first-ever **Divyang Cricket World Cup**, to be held from **November 25 to December 3, 2025**, across **Noida, Greater Noida, and Delhi-NCR**.

With cricket leagues booming across the globe, this initiative is set to **redefine the sporting narrative in India**—not through stardom, but through **spirit, grit, and inclusivity**.

### **The Tournament That Breaks Boundaries**

Featuring **8 nations**, this pioneering international para-cricket tournament will not only highlight elite cricketing skill but also champion **differently-abled athletes** who have long deserved the world's stage. With matches culminating in the **final on World Disability Day (December 3)**, the World Cup is more than sport—**it is a statement**.

### **History in the Making: Every Match to be Telecast Live**

In a bold first, ***Orient Tradelink Limited*** is bringing **live telecast of every single match**, marking a **monumental leap in visibility for para-cricket**. Talks are already in advanced stages with **leading broadcasters and digital platforms**, promising wide-reaching coverage and national attention.

*"It's not just a broadcast—it's a revolution in how we view sports,"* says **Supriya Saxena**, Senior journalist and Project Manager. *"Para cricket deserves the limelight, and this is the beginning of that long-overdue transformation."*

### **Aum Sportainment Pvt. Ltd. & DCCBI Join Hands with Orient**

## **ORIENT TRADELINK LIMITED**

CIN: L65910GJ1994PLC022833

Corporate Office: 141 - A. Ground Floor,  
Shahpur Jat Village, New Delhi-110049. Tel: 9999313918



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In a major strategic alignment, *Aum Sportainment Pvt. Ltd.* and *DCCBI* have awarded *Orient Tradelink Limited* the commercial rights to the **next three World Cups**, giving the company a long-term runway to build this into a recurring global property. The rights cover **live production, branding, merchandising, event execution, and promotions**, ensuring a 360° engagement with fans, sponsors, and media alike.

## From Entertainment to Empowerment: Orient's Evolution in Motion

Having built its name in media, films, and wellness, *Orient Tradelink* is now scripting a new chapter—as a **torchbearer for inclusive sports**.

**But here's the real question:**

*In a country obsessed with cricket, can we now make space for every cricketer—regardless of ability?*

This isn't just about showcasing talent; it's about shifting mindsets. *Orient* is now **more than a brand—it's a cause. A mission. A movement.** One that doesn't wait for change but drives it.

## What's Coming Next?

- **Live telecast** of all matches
- **National press conference** announcing full tournament roadmap
- **Merchandising line** featuring official jerseys, memorabilia, and collectibles
- **World-class medical and support facilities** for all athletes
- **Social media campaigns & influencer partnerships** to rally public support

## Towards a New Sporting Future

This World Cup is **not just about cricket**—it's about courage, commitment, and change. And *Orient Tradelink Limited* is proud to be at the frontlines of this movement, proving that **sport is not just ability—it's belief**.

Email ID : [orient.tradelink@gmail.com](mailto:orient.tradelink@gmail.com)

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**Supriya Saxena**

PR & Communications

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