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News Release

Bayer's Berocca Joins Hands with Quetta Gladiators as Official Energy Partner for PSL 6

Karachi, February 17, 2021 – Bayer's leading Consumer Health brand, vitamin and mineral supplement Berocca, has signed on to become the Official Energy Partner for Quetta Gladiators in the upcoming Pakistan Super League (PSL) season 6.

A ceremony to mark the partnership was held on February 17 at a local hotel, at which members of the leadership teams of Quetta Gladiators and Bayer Pakistan were present.

This is the second year running that Berocca and Quetta Gladiators have partnered for the PSL, as Quetta Gladiators owner, Nadeem Omer, pointed out on the occasion: "We are very pleased to be re-uniting with this great brand which has helped boost the energy and fitness of our players. Quetta Gladiators is a star team in the PSL, constantly on the quest for excellence, and our partnership with Berocca reflects this mindset. Energy and fitness is one of our top priorities, and that's what Berocca stands for. It is a great fit for what we anticipate to be a terrific season ahead. By partnering with brands such as Berocca, we are not only increasing our brand equity but also ensuring that strong and recognisable brands are part of the biggest sports event in Pakistan."

"At Bayer Pakistan, we are really looking forward to PSL 6 and we are proud to be the first life science company in Pakistan investing in the great sport of cricket. Berocca is one of the world's leading vitamin and mineral supplements, and the Quetta Gladiators are some of our best athletes – it's an excellent fit," said CEO and MD of Bayer Pakistan, Dr. Imran Ahmad Khan at the signing ceremony.

"Bayer's Consumer Health division is continuing to maintain its focus on supporting sports in Pakistan to promote healthy, active lifestyles among our youth," added Mirza Khalid Naseem Baig, Country Head of Bayer's Consumer Health division. "This is not only part of our business strategy, but also ties in with Bayer's global vision Health for All, Hunger for None." He added that Berocca helps improve alertness, concentration and physical stamina, and reduces tiredness and fatigue.

PSL Season 6 is set to start from February 20, 2021 and Quetta Gladiators are set to play the inaugural match against Karachi Kings at National Stadium, Karachi.

About Bayer

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