

# AMIR S. CHINOY FOUNDATION ANNOUNCE MULTI-YEAR SPONSORSHIP DEAL WITH PAKISTANI SQUASH PLAYERS, SANA BAHADER AND SAIF BAHADER



Amir S. Chinoy Foundation, a non-profit organization and member of the Amir S. Chinoy Group (ASC), proudly announced a multi-year sponsorship agreement with rising stars in squash, Sana Bahader and Saif Bahader. Member companies of ASC Group namely, International Industries Ltd. (IIL), Pakistan Cables Ltd. (PCL) and International Steel Ltd. (ISL) are also the proud sponsors of this power duo.

As part of the partnership, both the athletes will represent member companies of ASC Group at all national and international squash tournaments for a period of 3 years with a strong focus on training and active participation in squash tournaments.

Hailing from Peshawar, Sana Bahader aged 19, and Saif Bahader aged 15, demonstrate exceptional grit and a powerful game, overcoming challenges witnessed at an early age. Born deaf and mute, both squash players are defying odds and overcoming challenges. This duo is set to achieve greater heights for themselves.

"We are thrilled to partner with Sana and Saif. Their dedication to squash and journey of perseverance is an extremely inspiring, especially for the youth of Pakistan", said Samir M. Chinoy, Chairman Amir S. Chinoy Foundation. Mr. Sher Bahader, father of Sana and Saif Bahader was also present at the signing ceremony. "I am extremely grateful to the Foundation for their support. The sponsorship will enable Sana and Saif to train effectively and enhance their performance, get international exposure and elevate their game. It certainly boosts their confidence in squash", he said.

The athletes are set to travel to Australia during June up to August with Sana competing in women's category and Saif in the men's category in the Greater Bendigo International tournament followed by other international squash tournaments being held across Australia during the time.

The partnership reinforces Amir S. Chinoy Group's commitment to promote youth empowerment by supporting skill-based training, recognising and supporting upcoming role models in Pakistan.

## About Amir S. Chinoy Group

The Amir S. Chinoy Group's history began when its founder Amir S. Chinoy, a visionary entrepreneur, laid the foundation for International Industries Limited "IIL" in 1948, Pak Chemicals Ltd in 1951 and Pakistan Cables Ltd "PCL" in 1953. An addition to the group, a new enterprise, International Steels Limited "ISL" joined the fold was in 2007. Amir Sultan Chinoy Foundation (ASCF), is the philanthropic and registered non-profit organization invested in social upliftment. The ASC Group has retained its pioneering spirit and is continuously evolving by offering world class products and services, foreign collaborations and commitment to customer service.



TRUSTED NOT TO COMPROMISE

To learn more about Pakistan Cables Ltd.  
<http://www.pakistancables.com>

For more information, press only:  
Email: [brands@pakistancables.com](mailto:brands@pakistancables.com)

A member of **ASC** AMIR S. CHINOY GROUP