

Mahindra South Africa partners with Kgothatso Montjane as brand ambassador

Issued by [Optimize Agency](#)

5 Feb 2024

Mahindra South Africa has joined forces with Kgothatso 'KG' Montjane, South Africa's top women's wheelchair tennis player. KG, who recently competed at the Australian Open, is an inspiration to many and a true South African hero. As part of its #RiseForGood campaign, Mahindra South Africa is proud to announce its partnership with KG, who will be the new brand ambassador for the long-standing Mahindra brand.



The mobility agreement showcases Mahindra's commitment to supporting South African legends and is a perfect match between the resilient sportswoman and one of the country's top local motor manufacturers. KG will be driving the XUV700, which is perfect for her lifestyle and profession.

"I'm thrilled to partner with Mahindra," said Montjane. "For me, it's more than just a brand ambassadorship. I want to use this opportunity to inspire others to be brave and limitless in overcoming adversities. Always remember that no worthwhile journey is without its challenges. It's the adventures on the rough roads that reach greatness."

Mahindra South Africa's head of marketing, Nomonde Kweyi, is excited about the partnership. "KG is an inspiration to us all. Mahindra South Africa is proud to be associated with an athlete who is bold and limitless in pursuing her passion, and we look forward to this journey together," she said.





" Optimize seconds its CEO to Fifa Beach Soccer World Cup - Seychelles 31 May 2024

" Kgothatso Montjane scores again with Air Liquide 28 Mar 2024

▪ **Mahindra South Africa partners with Kgothatso Montjane as brand ambassador** 5 Feb 2024

▪ **The Mandela Walk & Run: A successful 10-year commemoration** 12 Dec 2023

▪ **Mandela Remembrance Walk & Run to mark 10 years since Madiba's passing this year** 7 Dec 2023

[Optimize Agency](#)



Optimize Agency is a strategic sponsorship agency that specialises in sports & entertainment. With experience in the local & international market, we represent the top sport & entertainment clients. Driven by pure passion for what we do, we assist in creating commercial partnerships that take experiences far beyond the event itself whilst driving commercial value.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>