

Distinguished Story of Football From Its Birth Place in Pakistan - the City of Iqbal - SIALKOT :

کھلاڑی اور کھیل - Sports, کشمیر جموں وادھا - English, Kashmir



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Altaf Hamid Rao

MIRPUR (AJK): Nov. 23: First World Cup Ball Tango Made in Pakistan emerged from the Ancient manufacturing group of Sublime Group in the country's world-fame sports city of Sialkot for Adidas, that played in 1982 world cup in Spain.

“A famous documentary film The Ball Named Tango, produced by the distinguished Sublime Group Pakistan TV and Adidas, was dubbed in many languages and received many international Awards. Sublime group provided world balls from 1978 to 1998 through Adidas”

This exceptionally important story of the arrival of the world-class Football, used in the International contests including the Premier World

Cup contests, was revealed by Mian Amin Javed, the Chief Executive Officer of M/s Sublime Group of Sialkot in an exclusive Interview to our Special Jammu Kashmir state Correspondent Mr Altaf Hamid Rao here on Sunday.

Amin Javed, also ex President of the Sialkot Chamber Of Commerce & Industries, besides former Chairman of Pakistan's first private-sector Sialkot International Airport continued the amazing story of the advent of the world class football by over 5 decades old Sublime Group since 1974 under the dynamic headship of its founding father late Prof. Amin Javeid, also a seasoned educational expert and religious scholar of good national repute from Sialkot of the time.

Sublime Group emerged with the distinction being Pioneer in Sialkot's Sports Goods Industry.

Sublime Sports Pvt. Ltd. made history in 1974 by becoming the first company from Sialkot to sign an agreement with Adidas. This partnership marked the beginning of a long and successful collaboration between Sublime Sports and Adidas.

Exclusive Supplier of Adidas World Cup Balls:

Sublime Sports Pvt. Ltd. achieved another milestone by becoming the exclusive supplier of Adidas balls for six consecutive FIFA World Cups from 1978 to 1998. During this period, the company covered an impressive 85% of the global market for Adidas balls.

Achievements and Recognition:

Sublime Sports Pvt. Ltd.'s achievements have been recognized globally, cementing Sialkot's reputation as a hub for high-quality sports goods manufacturing. The company's success has inspired other manufacturers in the region to strive for excellence.

Legacy and Impact:

Sublime Sports Pvt. Ltd.'s partnership with Adidas has had a lasting impact on Sialkot's economy and the global sports goods industry. The company's commitment to quality, innovation, and excellence has

raised the bar for sports goods manufacturers worldwide.

Sublime Sports' Contribution to Nike-SAGS Partnership

In a remarkable display of national interest and a desire to promote football exports, Sublime Sports played a pivotal role in facilitating a partnership between Nike and SAGS Sports.

Technical Support and Guidance:

Sublime Sports provided comprehensive technical support to SAGS Sports, enabling them to meet Nike's stringent quality standards. This support not only benefited SAGS Sports but also contributed to the growth of Pakistan's football manufacturing industry.

National Interest and Export Promotion

By assisting Nike and SAGS Sports, Sublime Sports demonstrated its commitment to promoting Pakistan's football exports. This selfless act has had a positive impact on the country's economy and has helped to establish Pakistan as a reputable manufacturer of high-quality footballs.

Conclusion:

Sublime Sports' decision to support Nike and SAGS Sports is a testament to the company's dedication to the growth and development of Pakistan's sports industry. By prioritizing national interest and export promotion, Sublime Sports has set a shining example for other businesses to follow.

Expansion and Diversification:

As part of its strategic growth plan, Sublime Sports created a group of companies to explore new business opportunities and diversify its product portfolio. These companies include:

1. Leather Master (Pvt) Ltd: www.leathermaster.com.pk
2. A leather products company specializing in leather apparel, sports gloves, and safety gloves.

2. Sublime International Company: www.sublime-international.com

3. : A manufacturer of safety boots and equipment.
Subairs Aviation Pvt Ltd*www.subairs.com

4. A company assembling two-seater and four-seater ultralight aircraft in collaboration with international partners.

These strategic investments demonstrate Sublime Sports' commitment to innovation, diversification, and growth, positioning the company for success in various industries beyond sports equipment manufacturing, the CEO of the Sublime Group concludes.

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