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MARKET RELEASE

Asco Motors Strengthens Community Ties with Serevi Academy of Rugby Sponsorship

Asco Motors proudly reaffirms its commitment to community development and youth empowerment by sponsoring the Serevi Academy of Rugby. In a special ceremony held at the Asco Motors Showroom in Nabua, the company donated a Toyota vehicle to the academy, supporting its mission to develop young athletes while promoting education and drug awareness.



The Serevi Academy of Rugby, founded by Fiji’s rugby legend Waisale Serevi, is dedicated to shaping the next generation of rugby stars by instilling discipline, perseverance, and teamwork values. Beyond the sport, the academy focuses on education and drug awareness, ensuring that young athletes are equipped with the knowledge and skills necessary to make positive life choices both on and off the field.

“Asco Motors believes in driving progress—both on the road and in our communities. Through this sponsorship, we are proud to support an initiative that not only nurtures sporting talent but also instils crucial life lessons,” said Mr. Ronald Kumar, CEO of Asco Motors Fiji. “The Serevi Academy of Rugby is making a meaningful impact, and we are honoured to contribute to its mission.”

The Toyota vehicle provided by Asco Motors will assist the academy in transporting players, reaching more communities, and enhancing its outreach programs. This partnership focuses on Asco Motors’ strong corporate social responsibility (CSR) initiatives, which focus on youth development, education, and community engagement.

Expressing his gratitude, Waisale Serevi stated, “We are deeply thankful to Asco Motors for this generous support. Our vision extends beyond the rugby field—we want to empower our youth, promote education, and raise awareness about the dangers of drugs. With this partnership, we can continue to expand our reach and positively impact more young lives.”

Asco Motors remains committed to making a lasting difference in Fiji through initiatives that support local talent, encourage education, and strengthen community ties. This collaboration with the Serevi Academy of Rugby is a testament to the company’s dedication to building a brighter future for the next generation.

Ronald Kumar
 CEO/Director

Ajitesh Prasad
 Company Secretary