



**67% of all confirmed international cricketing events/series
featuring India till March 2010 on Neo Sports**

To build unprecedented depth & width of involvement with the cricket fan all year round on the back of this line up

Bangalore, December 5, 2006 - Living up to its tag line of being "The Home of Indian cricket on TV", Neo Sports, the 24 - hour cricket centric channel of Neo Sports Broadcast Pvt. Ltd. announced its exciting calendar of international cricketing properties lined up till March 2010 at a media conference here today at Le Meridien, Bangalore. Top international teams like Australia, Pakistan, South Africa, Sri Lanka, West Indies & England will play India in this period (Detailed Schedule attached).

Shashi Kalathil, CEO, Neo Sports Broadcast Pvt Ltd, said, "The excitement is beginning to build with major international cricket series in India coming up live & exclusive on Neo Sports, starting Jan 2007. This will top up the domestic season which has already commenced and we are now uniquely positioned to provide our viewers with a single destination point for their cricketing requirements."

The channel will also endeavor to redefine the existing paradigm of viewer involvement with cricket where there is currently no life beyond "Live India cricket". The first stage in this process is to reenergize domestic cricket. Building on its success of becoming the No. 1 sports channel with the Challenger series, Neo Sports is in sync with the BCCI efforts in this direction, in the process of making Domestic cricket "the next big thing" with the repackaging and rebranding of the same. The second stage will be to drive "appointment viewing" beyond live cricket by combining key insights on television viewing & viewership data with those relevant to cricket.

Kalathil added, "While we have the lion's share of what works best today, our focus will be to make the viewership of the game more multi dimensional. This will be crucial to building the popularity of domestic cricket & a robust cricket viewing culture."

Some of the initiatives in this direction keeping in mind various consumer types & their nascent interests around cricket include the international quality coverage of domestic cricket, multi lingual feeds for International & domestic matches, new technologies &

methods of analysis, sports entertainment concepts around cricket, differentiated product offerings for DTH, Cable, Internet to name a few with more announcements in this area to follow.

Neo Sports has entered into an exclusive distribution tie-up with Star India, which will ensure speedy connectivity build up for the channel,. The channel will be available on Cable, DTH and new media platforms and will have 100% connectivity with the commencement of the one-day series with West Indies in Jan 2007

About Nimbus

Headquartered in Mumbai, India, Nimbus Communications Limited is one of India's leading companies in media, entertainment & sport. The company is focused on its vision of becoming India's first globally operating US \$ 1 Billion+ (Rs. 4500 crores+) revenues company in the sector by 2010, by leveraging the power of integration and scale. It is well on its way to achieving its goals with fiscal year 2006-2007 revenues forecast in excess of US \$ 250 million (approx. Rs.1125 crores). Nimbus' lines of business activity are sport, filmed entertainment, television and digital content. Its business activities span the globe. It is also a leading airtime sales agency with an unmatched track record of ad sales of sports events ranging from the Olympics to the Cricket World Cups. It is currently contracted to exclusively handle ad sales of the ICC Champions Trophy 2006 and the ICC Cricket World Cup 2007, apart from all BCCI events till 2010.

For further information, please contact:

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