

Neo Cricket gets filmi

Neo Cricket will now act as a window to promote Vipul Shah's upcoming film, *Kurbaan*. Stars from the film will appear on the ongoing India-Australia series, currently being aired on the channel. Neo Cricket has also entered a similar tie-up with *London Dreams*. So far, the cricketing action between the two countries has taken TRP ratings for Neo Cricket to an all time high, breaking the Champions League T20 TRPs by 70% and IPL Season 2 by 16%.

