



Catch the Duleep Trophy Finals, Live on Neo Sports & Neo Sports Plus

With English & Hindi feeds respectively

Mumbai, November 10th, 2006 – Neo Sports Broadcast Pvt Ltd., today announced the live broadcast of the Duleep Trophy finals to be played in Eden Gardens, Kolkata from 12th to 16th November 2006. The finals will be telecast LIVE on "Neo Sports," a 24-hour cricket centric sports channel in English and on "Neo Sports Plus", a sports entertainment channel, in hindi. The finals will be played between Sri Lanka "A" and North Zone.

Mr. Shashi Kalathil, CEO, Neo Sports Broadcast Pvt Ltd commented, "This is a first for Domestic cricket and will go a long way in building interest around flagship domestic properties. Audience research has shown that there is a huge untapped viewer base which can be brought into the fold with regional language feeds." He added, "Neo Sports Plus will soon start broadcasting multiple language feeds beyond hindi based on the geographical interest for certain domestic matches".

Neo Sports made its debut on 1st, October, 2006 with Challenger Series and Neo Sports Plus which was launched on 8th November, 2006 have fulfilled a long standing need for a platform for domestic cricket and other sports relevant to Indians. With the multiple language feed for Duleep Trophy, Neo Sports Broadcast Pvt Ltd has changed the paradigm for sports broadcasting around domestic cricket.

Neo Sports Broadcast Pvt Ltd has entered into an exclusive distribution tie-up with Star India, to take Neo Sports & Neo Sports Plus across the length and breadth of this country. The channel will be available on Cable, DTH and new media platforms.

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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