



MEDIA RELEASE

Neo Sports signs Perfetti as its 1st Anchor Broadcast Sponsor

Mumbai, January 15th, 2007 - Neo Sports today announced Perfetti Van Melle as the 1st Anchor Broadcast Sponsor for the BCCI cricket that is being played in India till 2010. Neo Sports will be telecasting all the series live & exclusive on their channel.

Confirming the deal, Shashi Kalathil, Chief Executive Officer, Neo Sports Broadcast Pvt. Ltd. said "We are delighted to announce Perfetti as our 1st Anchor Sponsor. They are brand prolific, aggressive and creative marketers. We see this as significant market expansion activity outside the sectors that have traditionally invested large amounts in a sustained fashion on Cricket. The value that Perfetti evidently saw in our anchor construct went a long way in their coming on board."

Added Sameer Suneja, Head Marketing, Perfetti Van Melle said, "Cricket has always been a strategic investment for us and this partnership will help us take a long term stake in what is possibly the most effective media vehicle in India - International Cricket played by India at home. With this tie up we hope to build creative brand associations and properties on Cricket on a sustained basis.

Kalathil also acknowledged the stellar contribution of the media agency Maxus in shepherding this unprecedented media deal to productive conclusion. "Media agencies have traditionally tended to bulk discount big buys, this however, is simply not the anchor construct, which is less deal based and more value enhancing, it took foresight and understanding to break the rules", Kalathil clarified.

Ajit Varghese, MD, Maxus India, Perfetti's media agency said, "We, at Maxus, are always open to explore and discover new ways of building win-win partnership between client and media owners. Probably a first of its kind in the last decade, we have taken a forward position on media buy for the next 4years. This we believe will help not only counter but also take advantage of the changing media landscape. We also believe that this would help brands realize scale of India cricket in advance and use it in a more strategic sense."

In addition to the above, Neo Sports is looking at freezing for Anchor partners across two single-sector companies & two multi sector or corporate entities. In exchange for the commitment, Neo plans to not only offer spots but also allow



them to be associated with branded properties – such as extra cover, man of the match, turning point, master blaster & fall of wicketeer among others.

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. 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 is available on Cable & 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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