



PRESS RELEASE

BCCI, Nimbus unveil exciting new face of Indian domestic cricket

Mumbai, September 25, 2006 – The Board of Control for Cricket in India (BCCI) and Nimbus Communications Limited (Nimbus) today announced new initiatives aimed at making Indian domestic cricket more exciting. Domestic cricket, which has largely been overshadowed by its glamorous counterpart, international cricket, is all set to get a face-lift starting this season. BCCI also released its telecast plan for domestic cricket season 2006 – 2007 season on this occasion.

BCCI – the governing body for cricket in India together with media giant Nimbus have developed exciting plans for enhancing domestic cricket in India through a series of initiatives and programs, the first set of which are to be activated in the 2006-2007 season. Further refinements will continue to be made for each future season of BCCI domestic cricket.

This landmark collaborative effort allows greater accessibility of domestic cricket for cricket fans in the country and it is expected to take viewership of the same to unprecedented levels. For the first time, viewers in India will be able to watch 69 days of live coverage of domestic cricket

Nimbus has licensed the television broadcast of domestic cricket events in India to the soon to be launched Neo Sports, a channel positioned as “the Home of Indian Cricket on TV”. Domestic cricket events are also being broadcast globally beginning with the Challenger Series for the NKP Salve Trophy, which will be televised live in the UK on Sky Sports, in Africa on Super Sport, in Malaysia on Astro and on the internet on www.willow.tv.

Other new Initiatives, which include Re-branding of the major domestic cricket events, increase in the number of day-night games and viewer friendly scheduling, are expected to significantly boost interest in domestic cricket and viewership. The BCCI has Re Branded various domestic events with new exciting brand names which are **Challenger Series for the NKP Salve Trophy** - formerly known as NKP Salve Challenger Trophy, **Super League for the Ranji Trophy** - formerly known as Ranji Trophy- Elite Division, **Plate League** - formerly known as Ranji Trophy- Plate Division, **Premier Cup** - formerly known as Inter State One Day Knockout and **All Star Series for the Deodhar Trophy** - formerly known as Deodhar Trophy

Lalit Modi, Chairman Marketing Sub Committee BCCI said, “BCCI is looking at these initiatives as steps towards encouraging interest in domestic cricket. It will also bring an unprecedented amount of high-quality, high-level cricket excitement to Indian & International audiences. We intend to make domestic cricket events on par with



other successful domestic sports brands in the world, and the initiatives announced today are the first of a number of exciting plans that we have in store"

Harish Thawani, Chairman, Nimbus Communications said, "We share BCCI's vision for unleashing the potential of domestic cricket and its viewership. With the administrative abilities of the BCCI and our proven expertise in sports marketing, we have hit on a perfect partnership for attaining the goals set out of making successful brands of Indian domestic cricket events"

On the occasion BCCI also announced 2006-07 domestic cricket telecast plans. [Telecast plans attached]

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 a 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 air time 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.

Nimbus Sport is a globally leading distributor/owner of cricket rights and producer of cricket coverage. Nimbus Sport (under mandate from GCC) exclusively markets media rights of ICC events in South Asia and sponsorship rights worldwide. It distributes all commercial rights of the Afro Asia Cup worldwide, sponsorship & signage rights of the Pakistan Cricket Board and global media rights of the BCCI. It is also the producer of the world feed of the ICC Champions Trophy 2006 and all international cricket to be played in India till March 2010.

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