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## IT'S A SIX...

Come September and there's six months of non-stop fun in an all-new cricket season

### TIMES NEWS NETWORK

Bollywood actress Amrita Rao is going to be torn between two of her loves for the next six months. No, we're not talking about any link ups of the romantic kind, but something that she's just as passionate about — cinema and cricket.

Why so? Well, NEO cricket's got six solid months of cricket lined up, with anchor Archana Vijaya and a new theme for its cricket season — *Dekh Lega India* — which conveys attitude as well as confidence that India has the wherewithal to trounce her opponents on the cricket pitch.

So, as a taste of what cricket-crazy fans can look forward to, the proceedings will kick off with the Corporate Trophy which features the best cricket teams of India versus the best teams of India from various

bluechip corporate teams with players like Dhoni, Yuvraj and, of course, Harbhajan Singh. The international season will roll out with the India-Australia series, India-Sri Lanka, a tri-series featuring India-Sri Lanka-Bangladesh and an India-South Africa tour, in that order, all from September to March next year. And with "ad rates in the range of Rs 4.5 lakh to Rs 5 lakh for a 10-second ad spot," as Prasana Krishnan, COO, NEO Sports says, the sweet stuff is not just off-pitch.

So who does Bhajji reckon will stand a good chance? "I'm quite excited about this. I think South

Africa are strong contenders but India have the maximum number of matchwinning players." All ODIs are day/night matches or will be played across week-ends, all Tests are across week-ends, thereby making it more viewer friendly. To sum it up, as Harbhajan said, it's "pure Indian cricket".

The Corporate Trophy starts September 1 on NEO Cricket at 2.30 pm.

— RGR



WICKET MAIDEN:  
Anchor Archana Vijaya

Southlane Qlv

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