



MEDIA RELEASE

Neo Sports Broadcast Pvt. Ltd. announces the launch of Neo Sports Plus

"Your gateway to the best sporting action" from India & around the world

Mumbai, November 8th 2006 - Neo Sports Broadcast Pvt. Ltd, the Indian transnational sports entertainment company announced the launch of Neo Sports Plus - a 24-hour sports entertainment television channel here today at the Cricket Club of India. The much-awaited channel will bring to life action from multiple sporting disciplines from all over the world. It is positioned as "Your gateway to the best sporting action".

Harish Thawani, Chairman, Nimbus Communications Ltd, said, " Some of the recent Indian sporting achievements have come from sports disciplines like golf, tennis & motor racing to name a few. On the back of these developments we believe that there is potential in building sustained consumer interest in sports beyond cricket amongst Indians in the medium to long term through strategic content & marketing initiatives"

The sports programming on Neo Sports Plus, has been acquired basis a deep understanding of the Indian audiences. The programming line up has an eclectic mix of sports & sporting nations followed by Indians and those, which involve superlative Indian performances in the international & domestic scene.

On the soccer front, Neo Sports Plus has acquired properties linked to India's favorite footballing nations: former world champion, Germany, current world champion Italy and the South American giants like Brazil & Argentina, via premier leagues like Bundesliga, Serie A, Copa Suda Americana & Copa Libertadores. Keeping in mind the rising interest for motor sports in India, it also has some of the best motor sports action in the form of V8 Supercars & Superbike World Championships respectively. Additionally Neo Sports Plus brings about a renewed focus to Badminton through properties like the Sudirman cup, The Thomas Cup, The Uber Cup & The World Badminton Championship. Despite strong grassroots for the game in India, Badminton as a sport hasn't got the requisite sports channel backing so as to realize its innate potential.



Commenting on the launch, Shashi Kalathil, CEO Neo Sports Broadcast Pvt. Ltd. stated, "Neo Sports ideology of sports entertainment will seek to broad base viewership of sports in an attempt to build a passionate fan base for these games in the long run. Our vision of delivering day on day appointment viewing will be driven by this very philosophy. Quite a few of these sports entertainment concepts are in the consumer research stage to achieve a sharper focus on viewer likes & dislikes "

The channel ideology of sports entertainment means that the channel will focus on concepts like reality shows, sports serials, news, game shows, quizzes and so on. Statistics & television viewing trends show that sports entertainment has enormous potential, which is currently untapped.

Further to support the Neo Sports vision of building domestic cricket in India, Neo Sports Plus in an unprecedented step in sports television will telecast all domestic & international cricket played in India in multiple regional languages. This kicks off in November with the Duleep Trophy final. The channel will be available on Cable, DTH and new media platforms and will be exclusively distributed by STAR India.

Nimbus Communications Ltd. is pumping over Rs. 300 crores (USD 67 million approximately) into Phase 1 of the sports broadcasting business and will invest a further Rs. 150 crores in Phase 2 (USD 33 million approximately). As has been previously disclosed, over the last one year Nimbus Communications Limited has secured over USD 75 million (Rs. 340 crores approximately) of new financing from 3i & Deutsche Bank.

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.

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