

Neo Sports ropes in Coke, Airtel, Nivea, Asian Paints, Pidilite, Tata Motors, Hero Honda & Nokia for the India – South Africa Test Series.

India's Race to No. 1 – Test Cricket starts on March 26th

Mumbai, 25th March, 2008: The India-South Africa series to be telecast live & exclusive on Neo Sports is already creating ripples. Neo Sports has roped in companies like Coke, Airtel, Nivea, Asian Paints, Pidilite, Tata Motors, Hero Honda & Nokia for the series. The series will kickstart on 26th March, 08.

With an aggressive campaign 'India's Race To No. 1 – Test cricket' in place that aims at boosting Team India's morale to reach the No.1 position in test cricket from the current ranking of No. 2 in the official ICC test rankings, the series seems to be much –awaited.

Commenting on the occasion, Sunil Manocha, Executive Vice President, Advertising Revenue, Neo Sports Broadcast Pvt. Ltd says, "The India-South Africa Test series marks the beginning of a new exciting season this year on Neo Sports with the Australian Team & English team also due to tour India. Neo Sports is excited to have sponsors of repute, coming on board as sponsors for this series. "

To add perspective & depth to this much awaited series, the channel has created a series of ancilliary programming initiatives in the form of "Extra Cover", the live wrap around show & "Being Gary Kirsten".

"Extra Cover" will give an insight on the finer nuances of the game as well cover the fun aspect of it. Neo Sports presenter Radhakrishnan Sreenivasan, will host the program along with test cricket legends Peter Kirsten and Mohinder Amarnath. The show will give the viewers, latest updates, previews, reviews, statistics and expert opinions. Joining them on Extra Cover with her programme, "Tour Diary" will be Neo Sports presenter Archana Vijaya who would give viewers a sneak peek into behind the scenes happenings of the teams. The show will have Archana follow the teams at different venues across the country and cover the excitement at the stadiums, her interactions with cricketers, fans etc.

The Chennai Test will be Gary Kirsten's first assignment with Team India. With India stepping up its race to be the number one team in the world, Gary will play a very crucial role with the rare mix of raw youth and experience at his disposal. Neo Sports will give its viewers an exclusive half hour insight into the life of this legendary South African opener. Watch 'Being Gary Kirsten' Wednesday 26th March – 6:00 pm as a part of the special Extra Cover match coverage.

For further information:

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