



### All England Open Badminton Championship live on NEO Sports

**Mumbai, 7<sup>th</sup> March, 2011:** Watch Saina Nehwal battle it out at the All England Open Badminton championship from March 8<sup>th</sup> - 13<sup>th</sup> live on NEO Sports. The All England Championship is to be played at the National Indoor Arena, Birmingham and Saina will be up against the cream of women shuttlers from around the globe, including top Chinese rivals, to prove her mettle. All England open is one of the five events that comprises of the Premier Series, effectively the first tennis-style grand slam. Top players like Shixian Wang, Yihan Wang, Xin Wang will participate in the All England Badminton Championships

Saina is looking forward to kick start the season with the All England Badminton Championships. Hyderabad based Saina in December lost to Japan's Sayaka Sato in three games in the Korean Open in the last week of January, owing to her ankle injury. She will be hoping to climb the rankings by working hard to prove full fitness and to regain her prime form

According to Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd " With a very successful and path breaking 2010 season where Saina won the Hong Kong Super Series, Indonesian Super Series and the Singapore Super series, she would want to continue with the same momentum into this year's All England Open. Saina recently won a gold medal at the 2010 Common Wealth games and was a semi finalist at last years All England Open. We look forward to an exciting match and hope all our viewers enjoy the same on NEO Sport."

Saina will play her first round match against Bae Seung Hee of Korea in this year's All England Open Badminton Championship. Only two Indians have won the singles championship at the All England Open. Parakash Padukone achieved the feat in the year 1980 and Sania's current coach Pullela Gopichand in 2001.

Indian team participation in all categories includes:

- **Men's Singles:** P Kashyap
- **Women's Singles:** Saina Nehwal
- **Men's Doubles:** Rupesh Kumar & Sanave Thomas
- **Women's Doubles:** Jwala & Ashwini
- **Mixed Doubles:** Diju & Jwala

### TELECAST SCHEDULE

| DATE                      | TIME     | MATCH                 |
|---------------------------|----------|-----------------------|
| 10 <sup>th</sup> March'11 | 3.30 PM  | Quarter Final Matches |
| 11 <sup>th</sup> March'11 | 10.30 PM | Semi Final Matches    |
| 12 <sup>th</sup> March'11 | 6.30 PM  | Semi Final Matches    |
| 13 <sup>th</sup> March'11 | 4.30 PM  | Final Matches         |

### **About NEO Sports Broadcast Pvt. Ltd.**

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket - the number one sports channel as per the half hour cumulative ratings for sport channel, TAM viewership data for calendar years 2008, 2009 and 2010 (Source: TAM People Meter Systems) and NEO Sports - the dedicated sports channel.

NEO Sports offers sports like Football, Tennis, Golf, Motor sports, Badminton to the Indian sports lovers. This includes German Bundesliga football league, US PGA TOUR, ITF Davis Cup and Fed Cup events, WTA TOUR Women's Tennis, NASCAR among others.

NEO Cricket is a cricket centric TV channel and currently broadcasted in more than 25 countries. Amongst its range of cricket centric programming is all Indian International Cricket matches organized by BCCI played in India including ODI's, T20 and Test matches.

**Disclaimer**

NEO Sports Broadcast Private Ltd is a joint venture of Nimbus Communications Ltd. Nimbus Communications Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, a public issue of its equity shares and has filed a draft red herring prospectus ("DRHP") with the Securities and Exchange Board of India ("SEBI"). The Draft Red Herring Prospectus is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), on the websites of the book running lead managers at [www.edelcap.com](http://www.edelcap.com), [www.macquarie.com/in/en/index.htm](http://www.macquarie.com/in/en/index.htm), [www.centrum.co.in](http://www.centrum.co.in) and of co-book running lead manager at [www.pnbisl.com](http://www.pnbisl.com). Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" on page xii of the aforementioned DRHP.

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