



## P R E S S   R E L E A S E

### **BCCI and Nimbus cement relationship till 2014**

**Mumbai, January 15<sup>th</sup>, 2010 -**

Nimbus Communications Limited (Nimbus) today issued bank guarantees to the Board of Control for Cricket in India (BCCI) securing the BCCI for the entire new rights period of its 2010 to 2014 agreement. With this, Nimbus and BCCI have now cemented their relationship till March 2014 during which Nimbus will exclusively market various media rights for all international cricket tours staged by the BCCI and 78 days of BCCI Domestic cricket events every year, globally.

BCCI and Nimbus had earlier entered into a new agreement valued at approximately INR 2000 crores and for a minimum of 64 international matches and 312 days of domestic cricket, over a 4 year period.

Shashank Manohar, President BCCI said: “the BCCI is pleased to extend its partnership with Nimbus by entering into this agreement till 2014. Nimbus has been the BCCI’s Global Media Rights partner since 2006 and has, in this period, licensed our events for broadcast to 100’s of millions of cricket fans worldwide”

Harish Thawani, Chairman Nimbus, said: “The Nations format in cricket has a tradition of over 70 years and is one which remains the pinnacle in the sport, as demonstrated by the viewership ratings of the same globally. This new agreement is a reaffirmation of our commitment to the Nations format and to the Indian National team events”

International cricket in India on NEO Cricket has had a fantastic start with record ratings. The last India- Sri Lanka series on the channel touched 8 TVRs.

N Srinivasan, Honorary Secretary BCCI said: “Our renewed partnership with Nimbus will ensure the highest quality of worldwide distribution of BCCI Events and guarantee our stakeholders a significant portion of their revenues which can be effectively used towards the development of the sport and related infrastructure in the country”

Yannick Colaco, Chief Operating Officer Nimbus Sport, said: “The package of BCCI events over the next 4 years is a broadcasters dream! The mix of Test Matches, ODIs and T20’s with the high quality of opposition is a “must have” for any sports broadcaster worldwide and we will look to ensure that these events are distributed over an optimum blend of platforms and territories”

Nimbus has been BCCI global media rights partner since 2006 and has over the last 4 years marketed BCCI events to over a 100 countries worldwide on some of the biggest broadcast networks including Sky Sports, Neo Cricket, Supersport, Echostar, Fox Sports, Geo TV, Asrto and StarHub. Nimbus licensee broadcasters have taken BCCI cricket events to the



homes of 100's of millions of sports fans and their marketing of BCCI Events have received wide acknowledgment including with awards such as the 11 Promax / BDAwards, 8 Abby Awards & 3 Cannes Film Lions awarded to Nimbus licensee broadcaster in India, Neo Cricket.

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