



NEO Cricket brings Harbhajan Singh closer to his fans on a Dial-In session

Ahmedabad, 12th October 2009: Neo Sports Broadcast Pvt. Ltd., today announced a Dial In session with India's cricketing heart throb - Harbhajan Singh at the Multiple Systems Operator (MSO) centre in Ahmedabad. This being telecast Live on the MSO network today between 7:00 pm – 7:30 pm will give his fans a chance to interact with their idol.

The Dial in session with Harbhajan is a chance for fans in Gujarat to personally interact with their favourite cricketer and get closer to him. The idea is to bring him into the living room and create an interactive platform for his fans, giving them an opportunity to ask him questions they always wanted to, which he will be glad to answer.

Speaking on the occasion **Mr. Abhishek Verma, Head – Marketing & Communications, Neo Sports Broadcast Pvt. Ltd.**, said, "We are thrilled at the stupendous response received from cricket fans across the country for the Harbhajan Dial In session, which is similar to Dial C which currently is the most popular show on our channel."

Mr. Arun Poddar, President Affiliate, Sales & Platform said, "Gujarat is an important market for cricket and the best way to reach Gujarat and bring them closer to our brand is through our brand ambassador, the ever energetic Harbhajan Singh.

"GTPL Ahmedabad our affiliate has always been a great support and a medium to reach a wider part of Gujarat. This Dial In activity will help in reaching out to our viewers directly, and connecting to a State that is very passionate to the game of cricket."

All of the previous week MSO and its various operators have been running promos on their network about the Harbhajan Dial In session giving the numbers to dial and time slot to call in. Harbhajan promos have been played on the network in between movies, news bulletins, local programs etc., and also on local radio stations.

The 6 months of non –stop cricket season on the channel began with SAHARA BCCI Corporate Trophy which featured the best of Indian players playing against each other, followed by international cricket tournaments: the India-Australia ODI series in October, the India-Sri Lanka in November-December 2009, a tri Series featuring India, Sri Lanka and Bangladesh in January 2010 and the India-South Africa series from February through March 2010.

The International cricketing calendar on Neo Cricket will be augmented by domestic cricket tournaments such as the Ranji, Duleep and Irani Trophies. The long window period of six months involving one of the most loved sports, cricket, NEO Sports Broadcast consolidates their leadership as the No. 1 sports channel for the year.

ABOUT NEO CRICKET

NEO Cricket is the **No. 1 sports channel in India*** and world's first cricket centric TV channel and currently broadcasts to more than 30 countries across Asia & Africa. With its unique content line up of Live cricket events and cricket based shows, the performance of NEO Cricket has grown remarkably, since its launch two years ago and today, it is the No.1 Sports channel in India. Its shows have received widespread acclaim, Sports Zone – rated as the No.1 Sports Update show of 2008 and Dial C for Cricket – rated as the No.1 cricket show of 2008.

It also has the exclusive broadcast rights for international cricket played in Bangladesh and Kenya as well as BCCI's offshore cricket series.

NEO Cricket is widely available in India, where it reaches 65 million homes and is also present on leading DTH platforms such as Tata Sky, Airtel Digital TV, Big TV and Sun Direct.

Neo's marketing and promotional capabilities have been well recognized, the channel has bagged 11 Promax / BDAwards, 8 Abby Awards & 3 Cannes Film Lions in 2008.

* Source- TAM 2008

For further information, please contact:

Avian Media	NEO Sports Broadcast Pvt. Ltd.
Surya Sadasivan/ Edriech D'Souza	Manisha Sharma
09833909285 / 09819665275	09892438262
surya@avian-media.com , edriech@avian-media.com	manishas@neosports.tv

