

## PITCH REPORT

# DoCoMo, Sony sponsors for India-Australia series

**NEW DELHI:** Telecom firm Tata DoCoMo and consumer durable maker Sony are learnt to be the presenting sponsors of the upcoming India-Australia series, reports **Meenakshi Verma Ambwani**. Tata Motors, Future Group and handsetmaker Lava Mobiles have also signed bulk deals with Neo Sports as associate sponsors, said a media planner. Cricket broadcaster Neo Sports is also in talks with several other brands for sponsorships which includes companies from financial services and FMCG sector. Rates floated by the company are about ₹3.5-4 lakh per 10 seconds as per media buyers, who added that the broadcaster has priced the spots a bit too high for the series. "The bilateral series comes just before the festive season when brands are looking to spend and market heavily. But the broadcasters have priced itself steep," said an executive with a media buying firm. Neo Sports chief operating officer Prasana Krishnan said the company in talks with several brands for the upcoming series but refused to give details. "There is a lot of interest for India versus Australia matches and we hope to close deals soon," he said.