

Neo bags big ad deals for cricket series

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NEO SPORTS Broadcast has struck bulk advertising deals with Tata DoCoMo, Hero Honda and Hewlett-Packard for all upcoming cricket series between October 2009 and March 2010 for which it holds the broadcast rights. It is also in talks with Tata Motors and Hyundai to get on

board the fourth anchor sponsor for all these tournaments series.

The four anchor sponsors together are expected to shell out Rs 150-160 crore, a top company executive, who didn't wish to be named, said. This executive added that Tata DoCoMo has committed investments worth Rs 60 crore for all the four series.

Neo has exclusive rights to show India-Australia ODI cricket

series, India-Sri Lanka ODI and test series, India-Bangladesh test series and India-South Africa ODI series and test matches.

When contacted, Neo Sports COO Prasana Krishnan refused to comment on specific advertising deals with brands, but said: "There is no fear of India getting knocked out early in the cricket series. We are confident of getting good advertising revenues."