



**Cricket fans get a chance to speak with Harbhajan Singh on Dial C for Cricket exclusively on NEO Cricket**

**Mumbai, 10<sup>th</sup> November, 2009:** Riding on the wave of the action-packed India - Australia One Day Series, NEO Sports Broadcast Pvt. Ltd. continues to entertain the cricket fans across the country. Ace Indian cricketer, Harbhajan Singh will be on NEO Cricket's Dial C for Cricket on Thursday, 12<sup>th</sup> November 2009 at 9:30 pm, giving his fans a chance to call and speak with him.

Dial C for Cricket is a daily live interactive call-in show about cricket. It gives an opportunity to cricket lovers across the country to air their views and a chance to interact with their favorite cricketers. The show is aired daily at 9:30 pm live on the channel.

Speaking on the occasion, Mr. Abhishek Verma, Head - Marketing & Communications, NEO Sports Broadcast Pvt. Ltd., said, "The Dial C show on NEO Cricket will provide a great platform for the cricketing fans to interact with our brand ambassador - Harbhajan Singh. With this initiative, we plan to bring the Indian cricket fan much closer to their favorite stars."

The thrilling cricketing action between India and Australia has generated unprecedented interest among Indian cricket fans leading to record ratings, giving advertisers maximum returns on investment. The next cricketing action on NEO Cricket is the India- Sri Lanka Series starting 16th November.

**ABOUT NEOSports Broadcast Pvt. Ltd.**

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket – the No. 1 sports channel in India by annual Gross rating points (Source- TAM 2008) and NEO Sports – the premium all sports channel.

NEO Cricket is the world’s first cricket centric TV channel and currently broadcasts to more than 30 countries across Asia. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI’s, T20 and Test matches

NEO Sports offers premium quality global sports including top drawer Football, Tennis, Golf, Motoracing, Badminton to the Indian sports lovers. This includes German Bundesliga, Italian Serie A, US PGA TOUR Golf, Davis Cup and Fed Cup, WTA Tour Women’s Tennis, NASCAR & MotoGP among others.

**For further information, please contact:**

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