

## India takes on Pakistan – Live & Exclusive\* on Neo Sports

Mumbai, November 3rd, 2007: There is nothing BIGGER this DIWALI than pure unadulterated CRICKET involving India-Pakistan, LIVE only on Neo Sports & Neo Sports Plus. Neo Sports takes this mega cricket dhamaka to millions of viewers across the globe adding zing and sparkle to the festivities. A new saga in the age old rivalry will be written with the 5 ODIs and 3 TEST matches, the first of which will be telecast on November 5, 2007 starting 7.30 am. While on Neo Sports one can watch the match in English, language commentary will be available to the viewers in Hindi, Tamil & Telugu on Neo Sports Plus.

The series will traverse the length & breadth of the country adding to the festivities across every Indian home. The stands will come to life on Nov 5 at Guwahati, Nov – 8 Mohali, Nov 11 - Kanpur, Nov -15 Gwalior, Nov - 18 Jaipur and followed by the Test series from Nov 22 onwards in New Delhi, followed by Kolkata on Nov 30 & finally Bangalore on the Dec 8.

(See table attached for timings)

Mr. Shashi Kalathil, CEO, Neo Sports Broadcast Pvt. Ltd., said, “It can’t get bigger than India vs Pakistan in the world of cricket. We are delighted to take this extravaganza to all our viewers this Diwali with a truly world class coverage in store for them” He added “Adding perspective & depth to our match coverage, we are pleased to have on board, Pakistani toe crusher, Waqar Younis and Mohinder “Jimmy” Amarnath” along with Neo Sports Anchor, Radhakrishnan Srinivasan on our wrap around program, Extra Cover”

The Co presenting sponsors of the India-Pakistan series include Reliance Communications, Future Group, Pidilite and Nokia and associate sponsors S Kumars, Ultra Tech, HDFC Standard Life, 9X, Perfetti, Hero Honda, LG & the Aditya Birla Group.

Having had a lot of fun during the India-Australia series Archana Vijaya and Neha Sareen will continue to sizzle with their pulsating glamour, charisma & poise. Making her presence felt at the heart of the action with her zest & energy, Archana would bring to the fore, the pulse of the nation via interviews, vox pops etc from the grounds. While in the studio Neha will demystify the statistical aspects of the game with her inherent flair for numbers, being an economics graduate from Ohio

University and also relay viewer's questions and comments to the panel which comes in via sms, e-mail and the telephone.

Neo Sports has the telecast rights of all international cricket matches played in India till 2010 & Neo Sports Plus the 24-hour sports entertainment television channel brings to life, action from sporting disciplines from all over the world.

\*On C&S Feed only

About Neo Sports Broadcast Pvt. Ltd.

Neo Sports & Neo Sports Plus are owned by Neo Sports Broadcast Pvt. Ltd.

Neo Sports is India's 1st Cricket – Only TV channel and will telecast matches being played under the aegis of BCCI live. This will also include domestic cricket. The channel will also showcase various cricket related programming, interviews with top cricketers, analysis and other shows around cricket.

Neo Sports Plus is a 24-hour sports entertainment television channel launched by Neo Sports Broadcast Pvt Ltd. The channel will bring to life, action from sporting disciplines from all over the world.

On the soccer front, Neo Sports Plus has acquired properties linked to India's favourite footballing nations via premier leagues like Bundesliga & Serie A. It also has one of the best motor sports action in the form of V8 Supercars. Additionally Neo Sports Plus brings about a renewed focus to Badminton through properties like Sudirman Cup, The Thomas Cup, The Uber Cup & The World Badminton Championship.

The channel broadcasts on PAS 10 satellite. Neo Sports Broadcast is a broadcasting & media company promoted by Nimbus Communications Limited.

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