



## MEDIA RELEASE

### Bangladesh vs. India Test Series - LIVE & EXCLUSIVE\* on NEO SPORTS

Test Matches start Friday, May 18th , 2007

Mumbai, May 17th, 2007 – Neo Sports, India’s home of Indian cricket on TV” announced the live & exclusive\* telecast of the Bangladesh vs India Test Series starting Friday, May 18<sup>th</sup> 2007. The Neo Sports feed will also be available on Raj TV & Vissa TV with Tamil & Telugu commentary respectively as part of the regional syndication deals struck by the channel.

Commenting on the same, Shashi Kalathil, CEO, Neo Sports Broadcast said “ Post the win against Bangladesh in the ODI series, there is a heightened viewer interest in the Test Series. This coupled with the fact that India is playing a test series after a long gap will go a long way in upping the excitement quotient for this series.”

The live coverage on Neo Sports will include a pacy pre, mid & post match show specifically targetting the youth viewer, called Extra Cover. The same will be presented by Neo Sports Anchor Radhakrishnan Srinivasan who will be accompanied by Rohan Gavaskar, currently in the midst of his first commentary stint on International cricket .

#### Telecast Schedule for the Grameenphone Bangladesh vs India Test Cricket Series

May 2007

Date	Venue	Time
18 <sup>th</sup> to 22 <sup>nd</sup>	1 <sup>st</sup> Test – Chittagong	9 a.m. onwards
25 <sup>th</sup> to 29 <sup>th</sup>	2 <sup>nd</sup> Test – Mirpur, Dhaka	9 a.m. onwards

Positioned as the “Home of Indian cricket in India”, Neo Sports holds the rights to all the international & domestic cricket played in India, and holds the rights to more than two-thirds of all confirmed international cricket series featuring the Indian team outside India, till March 2010.

Neo Sports and Neo Sports Plus are distributed exclusively by Star India, taking both channels across the length and breadth of this country.

\* Available on Raj & Vissa TV with Neo Sports logo

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