



## **London Dreams and Kurbaan ties up with NEO Cricket- India-Australia Series**

*Viewers get a chance to get up-close and personal with the movie stars*

**Mumbai, 3<sup>rd</sup> November 2009:** The cricketing action on NEO Cricket is just getting hotter. NEO Cricket today announced its association with the much awaited movie - "**Kurbaan**" starring Saif Ali Khan , Kareena Kapoor, produced by Karan Johar, directed by Rensil D'Silva and this year's hit "**London Dreams**" starring Salman Khan, Ajay Devgan and Asin , directed and produced by Vipul Amrutlal Shah with the ongoing **India - Australia series**, currently being aired on the channel.

As a part of promotional activities the movie stars are expected to be a part of NEO Cricket's in studio show - "**Extra Cover**" anchored by Radhakrishnan Sreenivasan, better known as RK in presence of two guests' panelists. Apart from this, a series of SMS driven contests will be run on NEO Cricket giving its viewers a chance to win loads of prizes, and meet the movie stars.

Speaking about the alliance, **Mr. Abhishek Verma, Head - Marketing & Communications, Neo Sports Broadcast Pvt. Ltd.**, said, "Alliances with films are integral to our strategy of building better viewer engagement and films that have mega star casts always have a better appeal."

In line with promoting the series, Neo Cricket has invited legendary cricketers like Mohinder Amarnath and Michael Bevan as guest speakers for the Extra Cover. The Commentators for the India - Australia series are: Sunil Gavaskar, Ravi Shastri, Michael Kasprowicz, L Sivaramakrishnan, Bruce Yardley and Robin Jackman.

**ABOUT NEO Sports 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.

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