



## **Narain Karthikeyan's debut race in NASCAR LIVE and Exclusive on NEO Sports**

*Karthikeyan, India's first NASCAR driver*

**Mumbai, March 26<sup>th</sup>, 2010:** NEO Sports, a premium all Sports Channel from the bouquet of NEO Sports Broadcast Pvt. Ltd., brings Narain Karthikeyan's debut race in NASCAR- USA's top racing series live and exclusive to its Indian viewers on Saturday, 27<sup>th</sup> March at 11:30 pm.

The newly formed Starbeast Motorsports announced Narain Karthikeyan as their driver for the NASCAR Camping World Truck series. Karthikeyan, India's first NASCAR driver, will drive the Wyler Racing No. 60 Chevrolet will make his debut on March 27 in the Kroger 250 at Martinsville Speedway, Virginia.

Talking about his NASCAR debut, Narain Karthikeyan said "The opportunity to compete in a NASCAR series is a dream come true for me. I have raced all over the world, but this is a different kind of challenge for me and I look forward to learning everything I can about racing in this environment. NASCAR is known for its passionate fans. I am excited to be introducing India to this sport and hope to help develop an equally passionate fan base there."

The truck series is the only series in all of NASCAR to race modified production pickup trucks and is one of the three national divisions of NASCAR, together with the Nationwide Series and the top level Sprint Cup.

According to Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd., "We are truly excited about this opportunity of bringing Narain Karthikeyan's debut race on NASCAR live to our Indian viewers. Karthikeyan has been a pioneer in

Indian racing with some very impressive performances all over the world and we are sure he would be equally successful in NASCAR.”

Starbeast Motorsports and Karthikeyan have entered into an agreement with Wyler Racing for the 2010 Truck Series season. Karthikeyan will race the No. 60 in select races to be announced at a later date. SafeAuto Insurance will serve as the primary sponsor after signing a multi-year agreement with Wyler Racing and driver [Stacy Compton](#) in 2009.

### **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 for the year 2008 & 2009 in India by annual Gross rating points (Source- TAM 2008 & 20098) and NEO Sports – the premium all sports channel.

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.

NEO Cricket is the world’s first cricket centric TV channel and currently broadcasted in more than 25 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.