



Rugby World Cup 2011, New Zealand LIVE on NEO Sports

Mumbai, July 18th, 2011: NEO Sports, a premium all Sports Channel from the bouquet of NEO Sports Broadcast Pvt. Ltd., brings Rugby World Cup 2011 widely regarded as one of the world's most significant event starting September 9th 2011 to October 23rd 2011 in New Zealand. Since the inaugural Rugby World Cup in 1987, it has established itself as one of the world's most keenly awaited sporting occasions.

Rugby World Cup in France in 2007 was the most successful Rugby World Cup to date and was viewed in over 200 countries by a cumulative audience in excess of 4 billion.

The format will comprise of 20 teams and 48 matches with 4 pools of 5 teams each. There will be 4 quarter-finals, 2 semi-finals, 1 Bronze Final and 1 Final which makes it 8 knock out matches

Rugby World Cup Limited Managing Director Mike Miller said: "This announcement represents a significant boost for the growth of the Game worldwide."

"India is one of the world's major markets with an ever growing appetite for Rugby and the IRB is committed to growing the Game throughout the country – TV is an important part of that strategy."

"Neo Sports is widely recognised as a leader in sports broadcasting in India and this association will enhance our ability to take Rugby to new audiences throughout the country."

According to Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd "Our strategy has always been to bring in the best of global events catering to diverse viewer interest. Hence, in the same endeavor to bring the best of every sport, this year too we will be telecasting Rugby World Cup, one of the largest international sporting spectacles in the world. We look forward to an exciting tournament."

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 and 2010 in India by annual Gross rating points (Source-TAM 2008, 2009 & 2010) 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.

About Rugby World Cup

Rugby World Cup has provided the financial platform for investment and growth in the Game. The net RWC 2007 surplus of £122.4 million has underwritten a range of major funding initiatives, including annual national Union grants and Strategic Investments via the £48 million programme between 2009-2012 focusing on increasing competition across the global Game. The total invested by the IRB during the period will be £150 million.

Rugby World Cup 2011 in Zealand will be attended by over 1.6 million spectators and watched by a global TV audience of well over four billion in more than 200 countries.

For more information visit www.rugbyworldcup.com.

Disclaimer

Neo Sports Broadcast Pvt. Ltd. is a subsidiary of Nimbus Communications Limited. Nimbus Communications Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, a public issue of its equity shares and has filed a draft red herring prospectus ("DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the website of SEBI at www.sebi.gov.in, on the websites of the book running lead managers at www.edelcap.com, www.macquarie.com/in/en/index.htm, www.centrum.co.in and of the co-book running lead manager at www.pnbisl.com . Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" on page no. xii of the aforementioned DRHP.