



Micromax secures Title Sponsorship of Asia Cup 2010

India, May 25, 2010: Nimbus Sport has entered into an agreement with Micromax, one of India's leading Telecom Hardware company, for the Title Sponsorship of the Asia Cup 2010. The Event will be called the **Micromax Asia Cup 2010**.

Billed as one of the World's premier cricketing events, the Micromax Asia Cup 2010 will feature the top 4 cricket teams of the continent (India, Pakistan, Sri Lanka and Bangladesh) battling it out to secure the title of Champions of Asia. The Event will be played in Sri Lanka from the 15th to the 25th of June 2010 (Schedule below).

Date	Day	Match
15th June	Tuesday	Sri Lanka v Pakistan
16th June	Wednesday	India v Bangladesh
18th June	Friday	Sri Lanka v Bangladesh
19th June	Saturday	Pakistan v India
21st June	Monday	Pakistan v Bangladesh
22nd June	Tuesday	India v Sri Lanka
24th June	Thursday	Final

Announcing the sponsorship, **Yannick Colaco, Chief Operating Officer, Nimbus Sport said**, "We are extremely pleased to welcome Micromax to the most anticipated cricket event of the year. The Micromax Asia Cup 2010 has attracted phenomenal interest from corporate brands across Continent and we will announce our line-up of Official Sponsors to the Event shortly"

Commenting on the association, **Mr. Vikas Jain, Business Director, Micromax said**, "Cricket is a great platform to connect with the youth not just in India but also in all SAARC countries. The Asia Cup is one of the biggest events in cricketing action and thus the perfect platform to attract youth attention. Our earlier associations with cricket have reaped positive results and we plan to continue the same in future. With

great cricket action anticipated this season and Nimbus Sport as our partner we are very optimistic about the Micromax Asia Cup 2010.”

As previously announced the television coverage of the entire Series is being produced by Nimbus Sport and in India will be broadcast on the No. 1 sports channel NEO Cricket. The event will also be broadcast worldwide and Nimbus Sport expects to make a separate announcement on revealing the broadcast partners across the world.

About Micromax

Micromax is one of the leading Indian Telecom [hardware] Company with 23 domestic offices across the country and international offices in Hong Kong, USA, Dubai and now in Nepal. Within a short span of time the Brand has become the preferred choice of millions, ranking **Micromax** as No. 3 mobile brand in the Indian telecom space (source: IDC report).

Micromax, has focused their efforts towards creating life-enhancing mobile phone solutions and wireless technologies that cater to the increasingly sophisticated needs of mobile users in India. Driven by aspirations and passion for the telecom world, **Micromax** has geared up to bring about the paradigm shift in the way the cell phones are used by introducing groundbreaking mobile solutions technology.

About Nimbus Sport

Singapore headquartered, Nimbus Sport International Pte. Ltd. (100% subsidiary of Nimbus Communications Limited) is a leading full service sports management company providing end to end solutions in Sports including rights management, television production, sponsorship sales, event management and sponsor services.

Nimbus Sport currently manages various commercial rights (on long term contracts) for a number of global sports federations including the BCCI (Indian Cricket Board), Bangladesh Cricket Board, Cricket Kenya, Asian Cricket Council and the English Premier League (digital/new media rights).

The company has in the past managed the media and sponsorship rights of the ICC Cricket World Cup and other ICC events. As a globally reputed production company for live match coverage, Nimbus Sport has produced over 2500 hours of live coverage of international sports events

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