

Neo Cricket expects to make Rs 200 cr from India-Australia series

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Even as the stage is set for India to take on Australia at home from October 1 in the series titled Championships of No. 1, Neo Cricket is gearing to make the most of the series. According to sources, Neo Cricket is aiming to make Rs 175-200 crore from the series. The average rate for a 10-second spot for the Test matches is between Rs1.5 lakh and Rs 1.75 lakh, while for the ODIs, the rate is between Rs 4 lakh and Rs 4.5 lakh. The series will comprise two Test matches and three ODIs.

The presenting sponsors for the series are Tata Docomo and Sony Bravia, while the associate sponsors are Lava Mobiles, Future Bazaar and Tata Manza.

Speaking to exchange4media, Ashish Bahl, Head - Marketing and Communications, Neo Sports Broadcast Pvt Ltd, said, "We are getting very good response. India-Australia series is big and there is pure Test cricket being played after a long time. It will be big and is already generating great interest. As it is a war of the No. 1s as Australia is the No 1 ODI team and India is the No. 1 Test team, it will be the best cricketing action."

He further said, "Not just India, but the entire world will watch it. Everyone will have their attention building up well. It is too early to say what kind of TRPs the series will garner, but I am sure it will get great numbers."

Meanwhile, a campaign, titled 'India apni awaaz bacha ke rakho, aa raha hai Australia' (India conserve your energy, the Aussies are coming), has already been launched, which has been created by McCann Erickson. Cricket fans have quite some cricketing action to look forward to as just after the India-Australia series, India will take on New Zealand, even as Australia goes on to play the Ashes against England.