

Neo Sports Broadcast targets an additional 30% rating through language commentary feeds for the upcoming India vs Australia, 7 ODI series

---

Multiple language commentary to include, English, Hindi, Tamil and Telugu

Neo Sports Broadcast Pvt. Ltd. has roped in the finest commentators for the upcoming cricket series to be played between India and Australia. The much-awaited India vs. Australia series kicks off from September 29, 2007. Neo Sports Plus will air multiple language commentary feeds in Hindi, Tamil & Telugu in addition to English commentary, which will be aired on Neo Sports.

Neo Sports Plus has gone one step ahead to offer its viewers multiple language feeds to cater to the wide audiences across the country. Former Indian players- Nayan Mongia, Atul Wasan and Yashpal Sharma will provide Hindi commentary. In Tamil, Abdul Jabbar, V Ramamurthy and SB Venkataram & in Telugu, Chandra Mohan and Sudheer Mahavadi will provide their expertise.

Commenting on this announcement, Shashi Kalathil, CEO, Neo Sports Broadcast, said, "Cricket viewership In Tamil Nadu & Andhra Pradesh has been traditionally lower than the rest of the country while the overall consumption of local regional TV programmes is very high contributing close to 30% of overall TV viewership in the country. It has always been our strategic intent to cater specifically to this large audience bringing value to both the viewer & advertiser."

The series will be broadcast live on Neo Sports & Neo Sports Plus. Neo Sports has exclusive rights to broadcast all the cricket matches played in India under the auspices of the BCCI.

This announcement comes close on the heels of the recently made announcement of Neo Sports & Neo Sports Plus being lit on Tata Sky, in the "cow belt" states of Madhya Pradesh, Rajasthan, UP, Punjab & Haryana & in most of Bangalore city & Karnataka. With this deal, Neo Sports Broadcast Pvt. Ltd. has managed a 45% penetration across the country in the Cable & Satellite universe.

---

About Neo Sports Broadcast Pvt. Ltd.

Neo Sports & Neo Sports Plus are owned by Neo Sports Broadcast Pvt. Ltd.

Neo Sports is India's 1st Cricket - Only TV channel, dedicated to telecast matches, lie, played under the aegis of BCCI. The channel has exclusive rights to broadcast all the cricket matches played by India. The telecast also includes domestic cricket in India. Neo Sports showcases various cricket related programming, interviews with top cricketers, expert analysis.

Neo Sports Plus is a 24-hour sports entertainment television channel launched by Neo Sports Broadcast Pvt Ltd. The channel brings into live action from various sporting field - from all over the world.

Neo Sports Plus has acquired properties linked to India's favourite footballing nations: via premier leagues like Bundesliga & Serie A. It also showcases one of the best motor sports action like V8 Supercars. Additionally Neo Sports Plus brings about a renewed focus to Badminton through properties like Sudirman Cup, The Thomas Cup, The Uber Cup & the World Badminton Championship.

Both the channels broadcasted on PAS 10 satellite. Neo Sports Broadcast is a broadcasting & media company promoted by Nimbus Communications Limited

For further information contact:

Amrita Pai  
Neo Sports Broadcast Pvt. Ltd.  
Nimbus Centre  
Oberoi Complex  
Andheri West  
Mumbai  
[apai@nimbus.co.in](mailto:apai@nimbus.co.in)  
Phone: +91 22 2635 7201  
Fax: +91 22 2635 7202

Vivian Castelino  
CMCG India Pvt Ltd.  
A-4, New Shiv Kutir,  
Shivaji Park,  
Dadar (W), Mumbai.  
[vivian.castelino@cmcgindia.com](mailto:vivian.castelino@cmcgindia.com)  
Phone: +91 22 24550991  
Mobile: +91 9819330186