



MEDIA RELEASE

Raj TV Network inks deal to broadcast the Neo Sports Live feed in Tamil and Telugu for the India – Bangladesh cricket Series

Matches to be shown live from 10th May onwards on Raj TV & Vissa TV respectively

Mumbai, May 7 , 2007 – In a first in Sports Broadcasting, Raj TV Network today announced that they will broadcast the Neo Sports language feed in Tamil & Telugu for the India Bangladesh cricket Series. The live telecast includes 3 One Day Internationals and 2 Test matches, starting Thursday, May 10th 2007

Raju Easwaran, COO, Creative, Raj TV said, “ Cricket is the only true national passion which enjoys the same following across the length & breadth of the country. This innovation around cricket is sure to capture the imagination & fancy of the cricket lovers on Raj TV & Vissa TV. We expect unprecedented ratings on the back of our strong channel reach & penetration coupled with the viewer friendly regional commentary around what should be a very exciting series”

The cricket feed will include the Neo Sports logo bug and will present a never before advertising opportunity for local advertisers and brands to ride on Live India cricket.

Commenting on the same, Shashi Kalathil, CEO, Neo Sports Broadcast said” Cricket viewership In Tamil Nadu & Andhra Pradesh is lesser than the Hindi Speaking markets while the overall consumption of local regional TV programmes is very high. It has always been our strategic intent to cater specifically to this large audience bringing value to both the viewer & advertiser.” He added, “In what is now seen as a “fresh start” for Team India and in the backdrop of the World Cup result, the Bangladesh tour is also being billed as a revenge series of sorts, resulting in heightened interest nationally.”

Telecast Schedule for the India vs. Bangladesh ODI and Test Cricket Series

May 2007

Date	Venue	Time
Thurs. 10 th	1 st ODI – Mirpur, Dhaka	9 a.m. onwards
Sat. 12 th	2 nd ODI – Mirpur, Dhaka	9 a.m. onwards
Tues. 15 th	3 rd ODI – Chittagong	9 a.m. onwards
18 th to 22 nd	1 st Test – Chittagong	9.30 a.m. onwards
25 th to 29 th	2 nd Test – Mirpur, Dhaka	9.30 a.m. onwards

For further information, please contact:

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