



**Neo Sports is India's No. 1 Sports Channel within 1st week of launch
Takes Domestic cricket viewership to a new high with the Challenger Series for
the NKP Salve Trophy**

Neo Sports, the cricket centric channel from the Nimbus stable, which launched on Oct 1st, has set the unprecedented record of becoming the **No. 1** sports channel in India in the 1st week of its launch. TAM ratings for the period Oct 1st - 7th has Neo Sports ahead of all Sports & News channels and most leading general entertainment & movie channels.

"Domestic cricket, when packaged well can attract a large audience. We have tapped the tip of this iceberg, nevertheless this is as good a start as we could have had." said Shashi Kalathil, CEO, Neo Sports. " The process of re-branding & refurbishing domestic cricket which we have undertaken with the BCCI couldn't have generated quicker results. With the entire domestic season in the pipeline in the forthcoming months, we are going to see much more of this on Neo Sports".

Neo Sports achieved its peak full match TVRs during the Challenger Series. Startling ratings in key markets: Calcutta - 5.5, Gujarat 1mn+ 2.3, Gujarat 0.1-1mn - 3.4, Mumbai - 2.8, Maharashtra 1mn+ - 1.74, and Maharashtra 0.1-1mn - 1.62 in the TG Males SEC ABC, 15 Years +, resulted in Neo having the highest share of viewership amongst all sports channels. It is telling that these ratings are in excess of those generated even by India based Test Cricket.

"Innovation is going to be key to achieve our channel vision. For the 1st time ever, next month domestic cricket will see a multi language feed which will further sharply increase viewer interest." Said Harish Thawani, Chairman Nimbus Communications Ltd.

"Congratulations Neo Sports" commented Lalit Modi, BCCI Vice President and Chairman Marketing Sub Committee, " Rising to no. 1 position within one week of launch on the back of domestic cricket vindicates our faith in the marketability of this hitherto untapped part of our cricket calendar"

The channel positioned as "The Home of Indian Cricket on TV", will broadcast every year, between 3 to 4 international series featuring India and 6 domestic tournaments that will add up to more than 150 days of live coverage annually.

About Nimbus

Headquartered in Mumbai, India, Nimbus Communications Limited is one of India's leading companies in media, entertainment & sport. The company is focused on its vision of becoming India's first globally operating US \$ 1 Billion+ (Rs. 4500 crores+)



revenues company in the sector by 2010, by leveraging the power of integration and scale. It is well on its way to achieving its goals with fiscal year 2006-2007 revenues forecast in excess of US \$ 250 million (approx. Rs.1125 crores). Nimbus' lines of business activity are sport, filmed entertainment, television and digital content. Its business activities span the globe. It is also a leading airtime sales agency with an unmatched track record of ad sales of sports events ranging from the Olympics to the Cricket World Cups. It is currently contracted to exclusively handle ad sales of the ICC Champions Trophy 2006 and the ICC Cricket World Cup 2007, apart from all BCCI events till 2010.

Nimbus Sport is a globally leading distributor/owner of cricket rights and producer of cricket coverage. Nimbus Sport (under mandate from GCC) exclusively markets media rights of ICC events in South Asia and sponsorship rights worldwide. It distributes all commercial rights of the Afro Asia Cup worldwide, sponsorship & signage rights of the Pakistan Cricket Board and global media rights of the BCCI. It is also the producer of the world feed of the ICC Champions Trophy 2006 and all international cricket to be played in India till March 2010.

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