



PLAY BALL: Anchor Archana Vijaya of NEO Cricket

# It's a six!

Come September and there's six months of non-stop fun in an all-new cricket season

**B**OLLYWOOD actress Amrita Rao is going to be torn between two of her loves for the next six months. No, we're not talking about any link-ups of the romantic kind, but something that she's just as passionate about — cinema and cricket.

Why so? Well, NEO Cricket's got six solid months of cricket lined up, with a new theme for its cricket season, too — *Dekh Lega India* — which conveys the attitude as well as the confidence that India has the wherewithal to trounce her opponents on the cricket pitch.

So, as a taste of what cricket-crazy fans can look forward to, the proceedings will kick off with the Corporate Trophy, which features the best teams of

India versus the best teams of India from various blue-chip corporate teams with players like MS Dhoni, Yuvraj Singh and, of course, Harbhajan Singh. The international season will roll out with the India-Australia series, India-Sri Lanka, a tri-series featuring India-Sri Lanka-Bangladesh and an India-South Africa tour, in that order, all from September to March next year. And, "With ad rates in the range of Rs 4.5 lakh to Rs 5 lakh for a 10-second ad spot," as Prasana Krishnan, COO, NEO Sports says, the sweet stuff is not just off the pitch.

So, who does Bhajji reckon will stand a good chance? "I'm quite excited about this. I think South Africa are strong contenders but India have the maximum number of match-winning players," he says. All ODIs are day/night matches or will be played across weekends, and all Tests are across weekends, thereby making it more viewer-friendly. To sum it up, as Harbhajan said, it's "pure Indian cricket".

*The Corporate Trophy starts on Tuesday, September 1, at 2.30 pm on NEO Cricket*

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