



New- Zealand – Pakistan series live and exclusive on NEO Cricket

Mumbai, 22nd December, 2010: NEO Cricket, in an endeavor to bring to its viewers back-to-back cricketing action, will telecast the New- Zealand – Pakistan (NZ- Pak) series live and exclusive on the channel starting December 26th. The series comprises of all three formats of the game T20s, tests and ODIs making it a series not to be missed.

The channel has roped in **TATA Docomo as the co-presenting sponsor and IDBI FEDERAL INSURANCE , Maruti as Associate sponsor for the series.** Commenting on the live telecast of NZ- Pak series on NEO Cricket, **Ashish Bahl, VP Marketing – NEO Sports Broadcast Pvt. Ltd.**, said, “To entertain our viewers with non-stop live and exclusive cricketing action, NEO Cricket will telecast the exciting NZ- Pak series. This will be an exciting series as both the teams will fight it out on field to win back their lost pride.”

New Zealand has had a bad tour of India and Pakistan too has been weathering many storms. One common thing that they have to play for in this series is belief in their abilities and of course, pride. Which is why NEO Cricket is promoting the series as the “redemption series”.

The channel is also rigorously promoting the series. The marketing plan includes mailers, promotions and contests on the channel and Social media platforms, syndicated columns, sms push and print advertising.

Schedule:

New- Zealand – Pakistan series

Date	Match	IST
Sun Dec 26	1 st T20I - New Zealand v Pakistan	06:30am
Tue Dec 28	2 nd T20I - New Zealand v Pakistan	11:30am
Thu Dec 30	3 rd T20I - New Zealand v Pakistan	11:30am
Fri Jan 7 – Tue Jan 11	1 st Test - New Zealand v Pakistan	03:30am
Sat Jan 15 - Wed Jan 19	2 nd Test - New Zealand v	03:30am

	Pakistan	
Sat Jan 22	1 st ODI - New Zealand v Pakistan	06:30am
Wed Jan 26	2 nd ODI - New Zealand v Pakistan	03:30am
Sat Jan 29	3 rd ODI - New Zealand v Pakistan	06:30am
Tue Feb 1	4 th ODI - New Zealand v Pakistan	06:30am
Thu Feb 3	5 th ODI - New Zealand v Pakistan	06:30am
Sat Feb 5	6 th ODI - New Zealand v Pakistan	03:30am

About NEO Sports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket – the number one ranking in the half hour cumulative ratings for sport channel as per TAM viewership data for calendar years 2008, 2009 and for the period from January 1, 2010 to July 31, 2010 (Source: TAM People Meter Systems) and NEO Sports – the dedicated sports channel.

NEO Sports offers sports like Football, Tennis, Golf, Motor sports, Badminton to the Indian sports lovers. This includes German Bundesliga football league, US PGA TOUR, ITF Davis Cup and Fed Cup events, WTA TOUR Women’s Tennis, NASCAR among others.

NEO Cricket is a cricket centric TV channel and currently broadcasted in more than 25 countries. Amongst its range of cricket centric programming is all Indian International Cricket matches organized by BCCI played in India including ODI’s, T20 and Test matches.

Disclaimer

NEO Sports Broadcast Private Ltd is a joint venture of Nimbus Communications Ltd. Nimbus Communications Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, a public issue of its equity shares and has filed a draft red herring prospectus (“DRHP”) with the Securities and Exchange Board of India (“SEBI”). The Draft Red Herring Prospectus-is available on the website of SEBI at www.sebi.gov.in, on the websites of the book running lead managers at www.edelcap.com, www.macquarie.com/in/en/index.htm, www.centrum.co.in and of co- book running lead manager at www.pnbisl.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled “Risk Factors “on page xii of the aforementioned DRHP.

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