



## **Neo Sports acquires telecast rights for French Open**

Exclusive broadcast rights for 5 years in the Indian Sub Continent

**Mumbai, July 8<sup>th</sup>, 2011:** NEO Sports, a premium all Sports Channel from the bouquet of NEO Sports Broadcast Pvt. Ltd., has acquired the exclusive broadcast rights of French Open for a period of 5 years (2012 to 2016) in the Indian Sub Continent (India, Pakistan, Sri Lanka, Bangladesh, Nepal, Bhutan and Maldives)

The French Open is a marquee Grand Slam event held in May. It is regarded as one of the most physically demanding tennis tournaments in the world since it is the only Grand Slam played on clay.

**Michel Grach, Media and Sponsorship Director, Federation Francaise de Tennis (FFT)** said, “We are extremely pleased to be associated with Neo Sports, the leading sports network in India, to broadcast the French Open in the Indian sub-continent. The French Open enjoys a large fan base in India and our association with Neo Sports will definitely help us expand this further.”

**Prasana Krishnan, COO, NEO Sports Broadcast Pvt. Ltd** said, “Acquiring the telecast rights of French Open is in sync with our vision to provide quality viewing experience of the best international sporting events. This is a significant step in that direction and we will continue to fortify our product offering.”

### About NEO Sports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket – the No. 1 sports channel for the year 2008, 2009 and 2010 in India by annual Gross rating points (Source-TAM 2008, 2009 & 2010) and NEO Sports – the premium all sports channel.

NEO Sports offers premium quality global sports including top drawer Football, Tennis, Golf, Motoracing, Badminton to the Indian sports lovers. This includes German Bundesliga, Italian Serie A, US PGA TOUR Golf, Davis Cup and Fed Cup, WTA Tour Women's Tennis, NASCAR & MotoGP among others.

NEO Cricket is the world's first cricket centric TV channel and currently broadcasted in more than 25 countries across Asia. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI's, T20 and Test matches.