



BCCI Corporate Trophy live and exclusive only on NEO Cricket

Mumbai, 1st September, 2010: NEO Cricket brings to its viewers non-stop cricketing action this season with the telecast of premier domestic one-day tournament, **BCCI Corporate Trophy 2010** live and exclusive starting 3rd September till 8th September 2010.

BCCI launched Corporate trophy in the year 2009 with the objective to encourage the game at the grassroot level and boost domestic cricket where the stars of the future are discovered. This year the series comprises of 14 teams featuring current cricketers like Gautam Gambhir, Ajit Agarkar, Rahul Dravid , Manoj Tiwary & upcoming cricketers of India. The series is played with the purpose of show-casing the talent that the country has, as well as providing opportunities to younger players to make an impression.

The inaugural edition of the tournament was played in September 2009. It featured 12 teams and was a success.

Ashish Bahl, Head Marketing and Communications – NEO Sports Broadcast Pvt. Ltd. said, “Reiterating our commitment towards bringing our viewers the best of cricketing action on our channel, we will be telecasting the premium one day tournament, BCCI Corporate Trophy Since this series will be soon followed by the India - Australia ODIs, it will provide for exciting Cricketing action for the Indian players and Corporates just ahead of the riveting up coming series.”

After corporate trophy NEO Cricket is all set to bring to its viewers live action of Australia’s tour of India ODI and test matches starting October 1st 2010.

Schedule:

BCCI Corporate Trophy 2010

<u>Date</u>	<u>Venue</u>	<u>Match</u>	<u>Time</u>
September 3 rd	Vizag	India Cements vs All India Electricity Board	14:30 IST
September 5 th	Vizag	Semi Final - 1	14:30 IST
September 6 th	Vizag	Semi Final - 2	14:30 IST
September 8 th	Vizag	Final	14:30 IST

About NEOSports Broadcast Pvt. Ltd.

NEOSports Broadcast Pvt. Ltd owns and operates two channels i.e. NEOCricket - the No. 1 sports channel for the year 2008 & 2009 in India by annual Gross rating points (Source- TAM 2008 & 20098) and NEOSports - 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.