



The No. 1* Sports Channel

Virender Sehwag back in action with Irani Trophy live and exclusive only on NEO Cricket

Mumbai, 30th September, 2009: NEO Cricket, in an endeavour to bring to its viewers back-to-back cricketing action, will telecast the Irani Trophy live and exclusive on the channel starting 1st to 5th October 2009. Mumbai team, the defending champion of the Ranji Trophy will play the 5-day test match against the Rest of India team at Nagpur.

Wasim Jaffer, the captain of Mumbai Ranji Trophy team for the 2009-2010 season, would lead the team in their season-opening Irani Cup clash along with Rohit Sharma, Ramesh Powar, Ajit Agarkar and many more against Rest of India team.

Indian aggressive opener Virender Sehwag will make his return to the cricketing arena with the Irani Cup leading the Rest of India team along with Irfan Pathan, S Sreesanth, Munaf Patel and many more in the match against Mumbai. Sehwag was out of the cricketing action from the last four months due to shoulder injury.

Mumbai Team: Wasim Jaffer (c), Ajit Agarkar (vc), Sahil Kukreja, Ajinkya Rahane, Rohit Sharma, Prashant Naik, Vinayak Samant (wk), Ramesh Powar, Iqbal Abdulla, Dhawal Kulkarni, Rahil Shaikh, Murtuza Hussain, Sushant Marathe, Saurabh Netravalkar and Onkar Khanvilkar

Rest of India Team: Virender Sehwag (c), S Badrinath (vc), Wriddiman Saha (wk), M Vijay, S Sreesanth, Munaf Patel, Virat Kohli, Pragyan Ojha, Manoj Tiwari, Kedar Jadav, Ravindra Jadeja, Abhinav Mukund, Irfan Pathan, Uday Kaul, Sudeep Tyagi

Commenting on the live telecast of Irani Trophy on NEO Cricket, **Mautik Tolia, Head Programming - NEO Sports Broadcast Pvt. Ltd.**, said, "To entertain our viewers with non-stop live and exclusive cricketing action, NEO Cricket will telecast the legendary Irani Trophy which marks the beginning of domestic cricketing season in India. The Irani Trophy will be followed by back-to-back

exciting cricket series such as the Challenger Trophy and Australia tour of India exclusively on our channel. This season, we will present the game of cricket in its entirety to our viewers.”

The channel recently introduced two new shows “Once More” and “Tata Photon+ Cricket Central” promising its viewers added cricketing action and non-stop entertainment.

Schedule:

Z. R. Irani Cup 2009

1st October 2009	2nd October 2009	3rd October 2009	4th October 2009	5th October 2009
Mumbai Vs. Rest of India	Mumbai Vs. Rest of India	Mumbai Vs. Rest of India	Mumbai Vs. Rest of India	Mumbai Vs. Rest of India
Day 1	Day 2	Day 3	Day 4	Day 5
Live from Nagpur	Live from Nagpur	Live from Nagpur	Live from Nagpur	Live from Nagpur
9:30 am	9:30 am	9:30 am	9:30 am	9:30 am

ABOUT NEO CRICKET

NEO Cricket is the **No. 1 sports channel in India*** and world’s first cricket centric TV channel and currently broadcasts to more than 30 countries across Asia & Africa. With its unique content line up of Live cricket events and cricket based shows, the performance of NEO Cricket has grown remarkably, since its launch two years ago and today, it is the No.1 Sports channel in India. Its shows have received widespread acclaim, Sports Zone - rated as the No.1 Sports Update show of 2008 and Dial C for Cricket - rated as the No.1 cricket show of 2008.

It also has the exclusive broadcast rights for international cricket played in Bangladesh and Kenya as well as BCCI’s offshore cricket series.

NEO Cricket is widely available in India, where it reaches 65 million homes and is also present on leading DTH platforms such as Tata Sky, Airtel Digital TV, Big TV and Sun Direct.

Neo's marketing and promotional capabilities have been well recognized, the channel has bagged 11 Promax / BD Awards, 8 Abby Awards & 3 Cannes Film Lions in 2008.

* Source- TAM 2008

For further information, please contact:

Avian Media	NEO Sports Broadcast Pvt. Ltd.
Surya Sadasivan/ Edriech D'Souza	Manisha Sharma
9833909285 / 9819665275	9892438262
surya@avian-media.com , edriech@avian-media.com	manishas@neosports.tv