



Neo Sports & Neo Sports Plus now Available on Tata Sky

Mumbai, September, 03: Neo Sports Broadcast and Tata Sky today announced a long term agreement with Tata Sky, India's leading DTH Platform to carry Neo Sports, India's 1st Cricket Only TV Channel and Neo Sport Plus. The agreement commences with immediate effect.

Commenting on this development, Shashi Kalathil, Chief Executive Officer, Neo Sports Broadcast Pvt. Ltd. said, "Neo Sports' carriage on India's premier DTH Platform, Tata Sky, is a major and propitious announcement that we are making as an independently distributed bouquet. There are several customer interactive innovations possible around cricket and we shall be working closely with Tata Sky to bring to our viewers an unmatched viewing experience during the upcoming India Australia series."

Vikram Kaushik, Managing Director & Chief Executive, Tata Sky added, "We are delighted that Neo Sports with their unparalleled depth of India cricket rights will now be available to our viewers on Tata Sky".

Neo Sports Broadcast Pvt. Ltd. decided to independently distribute its TV channels 2 months back after terminating their distribution arrangement with Star India. Arun Poddar then Chief Executive of Zee Turner joined Neo to lead this initiative.

Neo Sports is on an aggressive distribution ramp up for the forthcoming October India-Australia ODI series. Kalathil further commented that Neo Sports had already signed cable distribution deals in major cities in North, Central and parts of West India. These include Delhi, Gurgaon, Chandigarh, Lucknow, Kanpur, Jaipur, Bhopal, Indore, Mumbai, Ahmedabad and Baroda.

[About Neo Sports Broadcast Pvt. Ltd.](#)

Neo Sports & Neo Sports Plus are owned by Neo Sports Broadcast Pvt. Ltd.

Neo Sports is India's 1st Cricket – Only TV channel and will telecast matches being played under the aegis of BCCI live. This will also include domestic cricket. The channel will also showcase various cricket related programming, interviews with top cricketers, analysis and other shows around cricket.

Neo Sports Plus is a 24-hour sports entertainment television channel launched by Neo Sports Broadcast Pvt Ltd. The channel will bring to life, action from sporting disciplines from all over the world.

On the soccer front, Neo Sports Plus has acquired properties linked to India's favourite footballing nations via premier leagues like Bundesliga & Serie A. It also has one of the best motor sports action in the form of V8 Supercars. Additionally Neo Sports Plus brings about a renewed focus to Badminton through properties like Sudirman Cup, The Thomas Cup, The Uber Cup & The World Badminton Championship.

The channel broadcasts on PAS 10 satellite. Neo Sports Broadcast is a broadcasting & media company promoted by Nimbus Communications Limited.

About Tata Sky Ltd.

Tata Sky Ltd., the JV between the TATA Group and STAR is committed to offering viewers the best of pay television through its nationwide satellite television service. Tata Sky offers subscribers over 120 channels and interactive services in DVD quality picture and CD quality sound. For more information on Tata Sky, visit www.tatasky.com

For further information, please contact:

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