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Idea to be title sponsor of B'desh cricket series

MUMBAI: Telecom major Idea Cellular has bagged the title sponsorship for the one-day international (ODI) cricket tri-series and the test match series in Bangladesh. The deal includes sponsorship for a seven match ODI tri-series between India, Bangladesh & Sri Lanka and a two test match series between India and Bangladesh. The ODI series starts from January 4, 2010 and ends on January 13. This will be followed by the test match series which starts on January 17. All this will be telecast on Neo Cricket. As title sponsor, Idea Cellular will have exclusive rights to branding at strategic locations at the venue of cricket matches in Bangladesh and on trophies of both tournaments. Idea Cellular also sponsors the Mumbai Indians T20 cricket team, a franchise of the Indian Premier League. According to Idea Cellular chief marketing officer Pradeep Shrivastava, the series offers a great platform to connect with millions of cricket lovers in the country. The GSM mobile services operator has over 56 million subscribers in the country. Idea Cellular will run contests to enable its customers to win free tickets to the tournament and also offer a chance for its customers to win merchandise and meet the cricket stars.