



## Premier Cup for the Vijay Hazare trophy Live & Exclusive on Neo Cricket

*Neo Cricket to telecast pre Quarter finals, Quarter finals, Semi Finals and finals of the Premier Cup*

**Mumbai, February 26, 2009:** Neo Cricket – No. 1 Sports Channel today announced the LIVE telecast of the pre-quarter finals, quarter finals, semi finals and finals of the Premier Cup for the Vijay Hazare Trophy 2009, from February 28<sup>th</sup> to March 9<sup>th</sup>, 2009. The domestic first-class championship will showcase the untapped talent bundled in a heady entertainment package for all cricket lovers.

A mix of seniors along with the new budding talent will make the series an event to watch out for. Players such as Virat Kohli, Mohammed Kaif, R.P Singh, Murali Kartik, Badrinath will be part of this knock-out competition among others.

### Premier Cup Schedule

Date	Match	Time	Venue
28.2.2009	Pre Quarter Finals	08:30 am	MBB Stadium, Agartala
02.3.2009	Quarter Finals	08:30 am	MBB Stadium, Agartala

04.3.2009	Quarter Finals	08:30 am	MBB Stadium, Agartala
06.3.2009	Semi Finals	08:30 am	MBB Stadium, Agartala
09.3.2009	Finals	08:30 am	MBB Stadium, Agartala

“The biggest cricket season continues on Neo Cricket with the top Indian teams vying to take home the Premier Cup for the Vijay Hazare trophy. We will continue to set benchmarks in sports broadcasting bringing world class coverage of this exciting tournament. ” Said Mautik Tolia, Executive Vice President – Programming, Neo Sports Broadcast Pvt. Ltd.

The telecast of the Premier Cup is an extension of the commitment of Neo Cricket to bring domestic cricket closer to cricket lovers.

### **About NEO Cricket**

NEO Cricket, a leading 24x7-cricket entertainment channel along with NEO Sports, an all sports channel is a part of NEO Sports Broadcast Ltd.

NEO Cricket has the exclusive broadcast rights for all International and domestic cricket played in India. It also has exclusive broadcast rights for International cricket played in Bangladesh and Kenya as well as BCCI's offshore cricket series.

In addition, NEO Cricket airs Cricketainment shows, 3 of which are daily shows such as Dial C for Cricket, Sportszone and Encounter

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