



Idea Cellular to sponsor Dial - C for Cricket *An IPL bonanza with innovative programming*

Mumbai, April 24, 2009: Neo Cricket today announced that Idea Cellular is the title sponsor for their top rated sports show in the year 2008 '**Dial 'C' for Cricket**'. Innovation has been the core success mantra of Neo Cricket in the cluttered Sports Television space and the show is the true voice of the Indian cricket fan. This platform gives Cricket fans an opportunity to be experts as they call in and share their opinions, views, ideas on various cricketing issues with celebrity cricket guests.

Neo Cricket once again changes the look and feel of - 'Dial 'C' to make it even more interactive for its viewers. Idea 'Dial 'C' for cricket a new initiative for the people brings its viewers to the studio by giving them a platform to share their views along with the other celebrities on the show.

With Indian Premier League 2(IPL) taking cricket fans by storm, Dial C has started a new initiative for cricket fanatics. Fans clash with rivals on the show in support of their teams and sport lovers get invited to the studios on the show to offer their views and opinions on their favorite team. They will be *Janta Ke Experts* who will be pitted against the cricketing experts. Celebrity guests like Amol Majumdar, Anshuman Gaeikwad, Suresh Menon, Prahlad Kakkar and many more will join the panel to discuss the latest cricketing action - IPL.

Raju Udappa, Executive Vice President - Advertising Revenue, NEO Sports Broadcast says, *"Dial C for Cricket' is consistently rated as the No 1 show in 2008. We are immensely pleased that Idea Cellular has partnered with a show that has a direct connect for their brand and their telecom product. We at Neo have launched some unique formats to make our shows interactive to the viewers keeping in mind the current cricketing fever of the IPL that has taken its cricketing fans by storm. "*

With this bouquet of innovative programming, Idea Cellular and Neo Sports bring in a new dimension to cricket shows with - Idea Dial 'C' for Cricket "for the people, by the people"



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 2008 NEO Cricket will broadcast a minimum of 6 International cricket series including four featuring India, adding up to nearly 200 days of live cricket.

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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