



**Sporty Solutionz Pvt Ltd**  
Commercial Partner of IBL  
Samikshan Choudhury)  
Media Executive  
Phone: +91 84470 98411  
E-mail: [samikshan.choudhury@sportysolutionz.com](mailto:samikshan.choudhury@sportysolutionz.com)

**Sporty Solutionz Pvt Ltd**  
Commercial Partner of IBL  
Bandana Chhetri  
Media Executive  
Phone: +91 9971353774  
E-mail: [communication@sportysolutionz.com](mailto:communication@sportysolutionz.com)

## **PRESS RELEASE**

Date: Feb. 18, 2013

### **International stars make a beeline for Indian Badminton League**

- World No.4 in men's singles Sony Dwi Kuncoro confirms participation in the IBL
- Olympics men's doubles silver medalist & world No.1 Mathias Boe & Carsten Mogensen to play
- European champions Marc Zweibler & Tine Baun and world No.4 Juliane Schenk confirm
- 2012 Olympics doubles bronze medalist Lee Yong Dae also sends confirmation

**NEW DELHI, Feb 18, 2013:** Top badminton players from Indonesia, Korea, Thailand, Vietnam and Europe have confirmed their participation in the inaugural edition of the path-breaking \$1-million (approx. Rs 5.5 cr), Indian Badminton League (IBL), to be held from June 24-July 11, 2013.

While the Indonesian men's entourage will be led by the world No. 4 Sony Dwi Kuncoro, who will begin with a base price of \$50,000 for the 'Players Auction', and world No.10 Simon Santoso, Europe will be represented by the likes of their continental champion Marc Zweibler of Germany and Danish world No. 11 Jan O Jorgensen.

Olympics men's doubles silver medalist and world No.1 Mathias Boe & Carsten Mogensen from Denmark have also sent their confirmation to go under the hammer.

Meanwhile, men's world No. 8 Tien Minh Nguyen of Vietnam and the 2012 Olympics bronze medalist in doubles, Lee Yong Dae, have also confirmed their availability for the biggest prize money badminton tournament in the world.

The women's circuit will witness top players such as German world No.4 Juliane Schenk, two-time All England women's champion and current world No.7 Tine Baun of Denmark and world No.9 Tai Tzu Ying of Taipei.

Sony, who was just 20 when he won the bronze medal in the 2004 Olympics, said the IBL will raise the quotient of badminton across the globe.

"It is a great thing that the Badminton Association of India (BAI) has come up with a concept like this. It is a one of a kind initiative and will provide a rich learning experience for all the players and allow the fans to witness the crème-de-la-crème of the badminton world on a single platform. I feel it will bring fans closer to the sport," said the Indonesian.

German star Schenk said she was excited about playing the IBL and the league could be a turning point for the sport.



**Sporty Solutionz Pvt Ltd**  
Commercial Partner of IBL  
Samikshan Choudhury)  
Media Executive  
Phone: +91 84470 98411  
E-mail: [samikshan.choudhury@sportysolutionz.com](mailto:samikshan.choudhury@sportysolutionz.com)

**Sporty Solutionz Pvt Ltd**  
Commercial Partner of IBL  
Bandana Chhetri  
Media Executive  
Phone: +91 9971353774  
E-mail: [communication@sportysolutionz.com](mailto:communication@sportysolutionz.com)

“I’m looking forward to playing the IBL. It will be exciting and interesting for sure,” said Schenk, who clinched the women’s singles bronze in the 2011 World Championship.

BAI president and MP, Dr. Akhilesh Das Gupta feels the presence of world-class players will make the league more competitive and interesting. He also expressed his gratitude to different national associations for allowing their players to be a part of the IBL.

“When you are organizing a league like this, it needs to be ensured that top players are part of it. Now we can assure the fans a world-class league,” said Das Gupta.

“We are thrilled to welcome some of the biggest names in badminton. The IBL will witness practically all the top-50 players in the world and we will be announcing more names soon,” said Ashish Chadha, CEO, Sporty Solutionz.

IBL is a joint initiative of BAI and Sporty Solutionz Pvt. Ltd, the commercial right holder of the league for multiple years.

#### **About BAI**

The Badminton Association of India (BAI) is the governing body for badminton in India. Based in Lucknow, BAI is an association registered under the Societies Act and affiliated to the Badminton World Federation, Badminton Asia Confederation, and the Indian Olympic Association. BAI was formed in 1934 and has been holding national-level tournaments in India since 1936. BAI conducts international tournaments in India, national championships in all age categories, selects team and conducts the training camps for international tournaments like the Olympic Games, World Championship and other tourneys, looks after the training of technical officials, umpires, to keep Indian badminton abreast of the changes in the rules, and takes path-breaking initiatives like the IBL to promote the sport.

#### **About Sporty Solutionz Pvt Ltd**

Sporty Solutionz Pvt Ltd is the Commercial Partner for multiple years for planning and executing the Indian Badminton League. The company is India’s leading TV Rights Management Company, and has been associated with almost all the premier sporting events in India like the IPL, Euro 2012, Sri Lanka Premier League, Bangladesh Premier League, FIFA World Cup Qualifying matches etc. Based in Noida (Delhi NCR), Sporty Solutionz also specialises in Sports Production, Events, Talent Management & Sports PR & Press Operations.