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## **PRESS RELEASE**

Date: May 8, 2013

### **Schedule Release for Indian Badminton League**

- World's richest badminton league to be held across six cities in India from August 14-31, 2013
- Six Franchises in the inaugural year - Hyderabad HotShots, Rajdhani Smashers, Mumbai Masters, Karnataka Kings, Pune Vijetas & Lucknow Warriors
- Opening Ceremony on Aug 13 in New Delhi; Mumbai to host IBL Finals; Bangalore and Hyderabad to host Semifinals tie
- Names of Franchise Owners to be announced on May 28
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**NEW DELHI, May 8, 2013:** The schedule of the path-breaking Indian Badminton League (IBL) was announced here on Wednesday. The IBL, which will be richest prize-money badminton tournament in the world will be held across six major cities in India from August 14-31, 2013.

The IBL Finals will be held in Mumbai on August 31 while Hyderabad and Bangalore will get to host a semifinal tie each in the \$1-million (approx Rs 5.5-crore) purse League. New Delhi will host the grand Opening Ceremony of the IBL, featuring international and national star-cast, on August 13, followed by the first round rubbers on August 14-15.

The six franchise-based city teams featuring in the first edition of the IBL are as follows – Hyderabad HotShots (Hyderabad) , Rajdhani Smashers (Delhi), Mumbai Masters (Mumbai), Karnataka Kings (Bangalore), Pune Vijetas (Pune) and Lucknow Warriors (Lucknow). The names of the owners of the six Franchises will be announced on May 28 in New Delhi.

On this occasion, Badminton Association of India President Dr Akhilesh Das Gupta said, "The preparations for the Indian Badminton League are in full swing. I'm confident the IBL Opening Ceremony will be a breathtaking extravaganza with the whole world watching it LIVE."

Mr Ashish Chadha, CEO, Sporty Solutionz (P) Ltd said, "We hope to create a spectacular Opening Ceremony for badminton lovers around the world. Top international stars and Bollywood icons along with sports stars will dazzle in a never-seen before entertainment. For the first time in badminton, all the leading players of the world will be seen in action in an exciting format in the IBL that allows even arch-rivals to become team-mates."

The IBL is a joint initiative of BAI and Sporty Solutionz Pvt. Ltd, who are the commercial right holders of the League for multiple years.



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#### **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.