



McCann Worldgroup bags the Strategic, Creative Mandate for World's biggest Badminton event - Indian Badminton League (IBL)

June 5, 2013, New Delhi: McCann Worldgroup, India has been awarded the strategic, and creative responsibilities for promoting the path-breaking Indian Badminton League (IBL). The IBL is a joint initiative of Badminton Association of India and Sporty Solutionz Pvt. Ltd, who are the commercial right holders of the League for multiple years. With a purse of USD one million IBL is the richest badminton league in the world.

The tournament is set to take place in six cities across India and will have participation from many noted national and international players.

Mr. Praseon Joshi, President South Asia, McCann World Group said, "We are happy to promote badminton and use our expertise in sport communication to further the game and the Indian Badminton League."

For McCann Worldgroup, India the IBL strengthens a sport mandate that includes Mumbai Indians, Star Sports and Hockey India League.

Mr. Alok Lall, Executive Director, McCann added, "Badminton was invented in India- Not many know this. It's a great opportunity to make the wonderful sport of Badminton become front of mind once again through the IBL. Having said that, "It is a challenge to create a lasting impression for a sport other than cricket but that's what drives us at McCann."

BAI President and IBL Governing Council Chairman, Dr Akhilesh Das Gupta, "We are extremely pleased to have on board McCann Worldgroup, the world's largest multinational advertising agency system. I'm confident our association will transform badminton's profile in India and elsewhere, and make the sport even more popular amongst the masses."

Speaking on roping in McCann Worldgroup, Mr. Ashish Chadha, CEO, Sporty Solutionz Pvt Ltd. said, "McCann Worldgroup was a unanimous choice as our creative partner. Our decision was based on their experience and expertise in managing similar mandates in the past. We believe McCann Worldgroup, as a partner, has the ability and the right amount of tenacity to think beyond basic advertising and look at the larger picture of brand building".

The Indian Badminton League will be held from August 14-31, 2013. The six franchise-based city teams featuring in the first edition of the IBL are Hyderabad Hotshots (Hyderabad), Rajdhani



Smashers (Delhi), Mumbai Masters (Mumbai), Karnataka Kings (Bengaluru), Pune Vijetas (Pune) and Lucknow Warriors (Lucknow).

About McCann Worldgroup, India:

McCann Worldgroup, part of Interpublic Group (NYSE: IPG), is a leading global marketing company with 23,000 employees in more than 120 countries comprising McCann Erickson (advertising); MRM (digital marketing/relationship management); Momentum (event marketing/promotion); McCann Health (professional/dtc communications); MRM End to End (database marketing and events), Weber Shandwick (public relations), Lodestar UM (media management), MWG TAG (advertising) and CRAFT (global adaptation and production).