

SHUTTLE POINTS

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FIRST SERVE

BAI unveils the \$1-million Indian Badminton League



IN AN avante-garde initiative, the Badminton Association of India (BAI) and its Commercial Partner, Sporty Solutionz Pvt Ltd (SSPL), launched the \$1-million prize money Indian Badminton League (IBL) at a star-studded function in Mumbai on November 10, 2012, in the presence of Olympic bronze medalist Saina Nehwal, former All-England champion Pulella Gopichand, 2010 Commonwealth Games women doubles gold medalists Jwala Gutta and Ashwini Ponappa, and men's singles quarterfinalists in the 2012 Olympics, Parupalli Kashyap.

The IBL will initially start with six teams and will offer \$1 million in prize money, making it the richest prize-

money tournament in badminton anywhere in the world. The inaugural IBL will be held from June 24 to July 11, 2013, with 18 ties, including a maximum of 90 matches, played amongst 6-city based franchise and spread over 18 days.

The matches will be played in the highly-exciting Sudirman Cup format, under the aegis of BWF and BAI rules and regulations, and the IBL will reach millions of viewers in more than 150 countries through global telecast of all the matches.

A galaxy of international stars will be participating in the IBL, including the world's top-ranked players from countries like China, Malaysia, Indonesia, Korea. 

COURT COVERAGE

THE TIMES OF INDIA

November 10, 2012

Saina Nehwal roped in as Indian Badminton League icon

MUMBAI: Five Indian players, including Olympic Games bronze medallist Saina Nehwal, were today announced as the icon players of five of the six city-based franchise outfits in the USD 1 million prize money Indian Badminton League (IBL), to be held next year.

Apart from Saina, whose base price has been fixed at USD 50,000, London Games men's singles quarter finalist Parupalli Kashyap, world bronze medal winning women's pair Jwala Gutta and Ashwini Ponnappa and up-and-coming PV Sindhu were named as the team icons at the launch of the cash-rich League.

http://articles.timesofindia.indiatimes.com/2012-11-10/badminton/35033643_1_indian-badminton-league-base-price-parupalli-kashyap



November 11, 2012

A million dollar shot in the arm for badminton

The confidence of cricket's Indian Premier League is making other sports in the country recalibrate their ambitions, and badminton's now piggybacking on the big-money ride seen in Indian sports. On Saturday, the Badminton Association of India announced the Indian Badminton League, the richest prize money tournament in the world - offering prize money of \$1 million (approx 5.5 cr) for the 6-city based franchise teams. The winning franchise will take home 3.5 crore, a figure that dwarfs almost every other prize money offered on the circuit.

<http://www.indianexpress.com/news/a-million-dollar-shot-in-the-arm-for-badminton/1029866/>

SECOND SERVE

IBL gets overwhelming response

THE PATH-BREAKING Indian Badminton League (IBL) has received overwhelming response from India Inc. Till now, the IBL organizers have received 18 expressions of interest from the corporates for six franchises.

Further, 12-14 bids are expected more over the coming fortnight. A total of eight cities are in the fray for the six franchises in the inaugural edition of the \$1 million IBL, which is the highest prize-money badminton tournament in the world. The league will be held in world-class venues across six cities in India from June 24 to July 11, 2013.

So far, the Hyderabad franchise has attracted the maximum number of interest from corporates, followed by Bangalore and Mumbai. The eight cities in the fray are - Delhi, Mumbai, Hyderabad, Bangalore, Chennai, Pune, Lucknow and Nagpur.



MATCH POINTS

"BAI seeks to make badminton the No. 1 sport in the country and we hope the path-breaking IBL will trigger the change. Indian badminton is capable of reaching dizzy heights and we seek the support of the sponsors, media and fans to make the IBL a grand success"

—Dr Akhilesh Das Gupta, BAI President

"This is a historic moment for Indian badminton. Post-2012 Olympics, the junoon for badminton has reached a peak in India. I'm confident the Indian Badminton League



We Love This Game

will make the game even more popular amongst the masses and fulfill the high expectations it has raised"

—Saina Nehwal, Olympic bronze medalist

"IBL could usher in a new era in the sport. The best players in the world will be competing with our players for the biggest prize money tournament, and all the matches will be telecast live to millions of people in the world. I'm sure it will have unstinted impact in motivating our youngsters"

—Pulella Gopichand, Former All-England champion

"The IBL will be a game-changer - bringing together brilliant players from around the globe to showcase their talent in the most exciting and innovative format. We seek to make the IBL the ultimate destination with a high-octane competition and an unprecedented buzz around the sport"

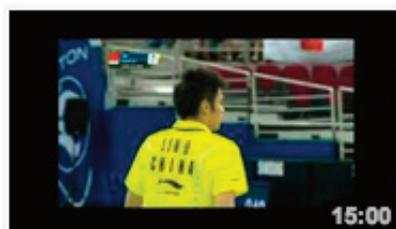
—Ashish Chadha, CEO, Sporty Solutionz Pvt Ltd

TOP BADMINTON VIDEOS



INDIAN BADMINTON LEAGUE PROMO – 2013 Historic Launch

An unique city based franchise event which will see top shuttlers from India and abroad fighting it out for a lucrative purse of \$ 1 million.



Lin Dan - God of Badminton

The video is an attempt to immortalize the aura and magic of one of the best player to have ever played the sport of badminton: the 'Super Dan.'



Amazing Badminton

The video shows some superb rallies and gutsy shots.



Top 10 Badminton Shots

The video shows few of the amazing badminton shots over the years.

TOP BADMINTON FB PAGES



Indian Badminton League



Badminton World Federation

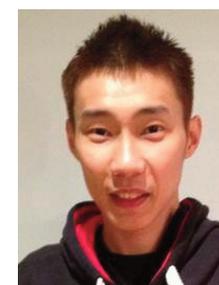


Lin Dan

TOP BADMINTON TWEETS



Dato' Lee Chong Wei
@Lee_C_Wei
@VarsityApparel my favourite hoodie pic.twitter.com/O1pGzC2r



王仪涵 Wang Yihan
@wangyihan_fc
Have a great weekend everyone :D
<http://yfrog.com/h0wezapi>



BADMINTON ENGLAND

Play it. Love it. Live it.

BADMINTON England

@BADMINTONengld
2 great wins at Swedish International badminton have seen England's Sarah Walker reach tomorrow's Quarter Final! #gosarah

OUR PROFILE

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.

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Sporty Solutionz Links

<http://www.sportysolutionz.com>

<https://www.facebook.com/sportysolutionz>

<http://www.youtube.com/user/sportysolutionztv>

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IBL links

Indianbadmintonleague.co

<https://www.facebook.com/IndianBadmintonLeague>

<http://www.youtube.com/user/IBLOfficialChannel>



MESSAGE



Dear Friends

It gives me great pleasure to launch the IBL Express, the official e-newsletter of the path-breaking Indian Badminton League (IBL). There is an unprecedented hype and curiosity for Indian badminton globally, and we hope the IBL, our latest initiative, will catch the popular imagination like never-before.

On behalf of the Badminton Association of India and our 'Commercial Partner' Sporty Solutionz Pvt Ltd, we welcome the badminton fans, international fraternity, players, coaches, referees, officials, event organizers, sponsors and media to the IBL, and seek their support in making the League a spectacular success!

The IBL Newsletter seeks to update you with news and development in the IBL, badminton world, coverage of the sport in the traditional and social media. We hope you will enjoy reading it.

Happy browsing!

Dr Akhilesh Das Gupta
BAI President, MP