

FIRST SERVE

PVP Group bags Hyderabad Hotshots

Indian Badminton League announces its first franchise owner

THE INDIAN BADMINTON LEAGUE (IBL) took a huge step forward on Wednesday, June 19, 2013, with the announcement of its first franchise – the PVP Group. A Hyderabad-based multi business house that has interest in realty, media & entertainment and particularly Bollywood, PVP Group makes its debut in sports league and comes with no previous connect with the sport. Their initiative of picking up the Hyderabad franchise is a testimony to the fact that badminton as a sport is growing in its profile in India and a League on the sport is being regarded by corporate as a blue-chip investment.

Speaking on its association with badminton and IBL, Mr Prasad V Potluri, the Chairman of PVP Group, said, “We are extremely delighted with our association with the Indian Badminton League. PVP Group aims to utilise this platform and will ensure that badminton in India

grows and continues to produce world champions. Badminton has brought huge laurels for India in the past and is again capturing the imagination of the masses through the achievements of stars like Saina Nehwal, Jwala Gutta, Ashwini Ponnappa and others. PVP is confident that the IBL will serve as a great platform to promote and reward both established players and upcoming ones.”

Speaking on their decision on buying Hyderabad Hotshots franchise, Mr Potluri further added, “Sports is an integral part of the consumption story in India. It’s a logical expansion of our media & entertainment business to pitch for a badminton team and enter the sports entertainment business.” Speaking on PVP Group as the franchise for Hyderabad Hotshots, Dr Akhilesh Das Gupta, Badminton Association of India President and MP said, “We welcome Hyderabad-based PVP

“We welcome Hyderabad-based PVP Group into the badminton family. Hyderabad deserves a great franchise as they are one of the leading nurseries for badminton. I’m confident that PVP Group will support the game in a big way. Hyderabad Hotshots can aspire to win the IBL title in the first year”



Dr. Akhilesh Das Gupta, BAI President, MP & IBL Chairman



Mr Prasad V Potluri, Chairman, PVP Group

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Group into the badminton family. Hyderabad deserves a great franchise as they are one of the leading nurseries for badminton in India, and I'm confident that PVP Group will support the game in a big way. With their support Hyderabad Hotshots can aspire to win the IBL title in the inaugural year."

Speaking on PVP's successful bid to own the Hyderabad Hotshots franchise, Mr Ashish Chadha, CEO, Sporty Solutionz, the 'Commercial Partner' for IBL, said, "Badminton as a sport brings a lot of positivity today and we hope the IBL will create a platform that will inspire and fire the imagination of millions of youth in the country. We are proud to be



associated with PVP Group and them coming on board as the owners of Hyderabad Hotshots. They bring enormous clout in the entertainment industry and we hope it will boost our efforts to support and promote badminton in a zany and exciting format."

The \$1-million Indian Badminton League is set to launch on August 14, 2013, with some high-voltage action expected between PVR Group's Hyderabad Hotshots and Karnataka Kings. The 2013 IBL will feature six franchises and will run for 18 days. Each franchise will host a two-day leg and the League will showcase a grand total of 90 matches, providing

broadcasters and in-stadia spectators with more than 100 hours of LIVE "family entertainment" which will also be viewed by a significant international audience. The matches will be held during late afternoon and evening to coincide with prime time television and providing a convenient time for the stadium audience. The LIVE IN-stadia entertainment, combined with high-octane on-court action is expected to further hook viewers onto this new adrenalin packed LIVE family entertainment format attracting a much younger fan base, which also includes women and children.

The top four franchises in the League will clash

in the semifinals and the winners will meet in the grand final on August 31, which will be played out in Mumbai, for the richest prize money tournament in badminton till now. The IBL will also run the biggest school championship for badminton in India - 'Shuttle Express'. The IBLSP is expected to touch five lakh children in more than 120 schools in six major cities, Delhi, Mumbai, Bangalore, Hyderabad, Lucknow and Pune. The Shuttle Express offers Rs 10 lakh as prize money and an opportunity to train at the world-class Pullela Gopichand Academy.

KNOW YOUR LEGENDS

The Second Innings

The IBL could provide another opportunity to watch the star in action, says Dev Sukumar

IN November of 2011, a special badminton event took place at Dongguan city in China. The academy of renowned Chinese chief coach Li Yongbo was the venue of an exhibition event billed as the battle of the 'Four Heavenly Kings'. The metaphor was borrowed from Buddhism, which has each of the four heavenly kings watching over one cardinal direction of the world. In badminton, that seamlessly translated into a contest between the four 'heavenly kings' of contemporary badminton: Peter Gade (Denmark), Taufik Hidayat (Indonesia), Lin Dan (China) and Lee Chong Wei (Malaysia).

A year a half after that, two of those 'heavenly kings' have receded from the spotlights. Peter Gade retired last year, his swansong coming at the French Open 2012. A year later, Indonesian maverick Taufik Hidayat called it a day, retiring at his home Indonesia Open. A generation of fans has grown up watching badminton dominated by one of the four; a world without Peter Gade or Taufik Hidayat somehow seemed incomplete. It is similar perhaps to what fans of Sachin Tendulkar will feel when the great man eventually retires from Test cricket.

The four were feted across the world because they were special. Each had his own unique style of play, and a clash between two of them was not merely a battle between two nations, it was a contrast in styles. But the demands of professional badminton are so high that, sooner or later, the greatest careers wind down.

It is in this context that a league such as the IBL can make a difference. Much like the IPL in cricket, which gave an extended lease of professional life to veteran stars such as Glenn McGrath and Adam Gilchrist, the IBL can showcase the skills of prodigiously talented players like Hidayat and Gade (assuming, of course, that they agree to be part of the first edition). It gives them an opportunity to display their wares without the grind of the professional circuit. It will help them share their immense knowledge with younger players from other parts of the world. Their presence can draw new audiences to the game. To those unlucky to have missed out watching these players at the peak of their prowess, the IBL will give another opportunity to watch them in action.

Dev S Sukumar is the recipient of the Badminton World Federation (BWF) Media Award, 2011, and the author of 'Touch Play: The Prakash Padukone Story'



TOP BADMINTON VIDEOS



A tribute to the legendary Taufiq Hidayat
27 titles, 19 times second-place finish, a back-smash hit at 305km per hour, and suave looks to cap it all, Taufiq Hidayat's domination of the sport will definitely rank him amongst the greatest players in the last two decades

<http://www.youtube.com/watch?v=-DIWtVUAVO>



Saina Nehwal to promote IBL Shuttle Express
Olympic medalist Saina Nehwal is all set to promote Indian Badminton League School Programme - Shuttle Express

http://www.youtube.com/watch?v=gYr_0Ko6TVI



K Srikanth beats Boonsak in Thailand Open final 2013
Indian shuttler K Srikanth upset top seed Boonsak Ponsana 21-16 21-12 at Thailand Open 2013.

<http://www.youtube.com/watch?v=Wrx9H1bgWP4>

TOP BADMINTON FB PAGES



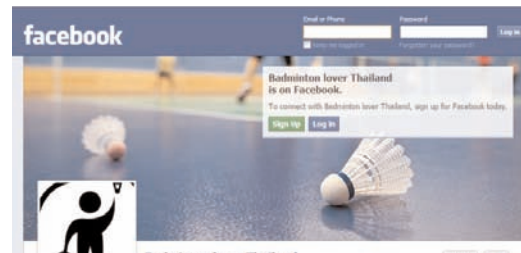
Indian Badminton League

<https://www.facebook.com/IndianBadminton-League>



Pinoy Shuttlers Singapore Open 2013

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Business Standard

June 19, 2013

PVP Group buys IBL's Hyderabad franchise

Hyderabad-based PVP Group Wednesday became the first franchise of the proposed \$1 million Indian Badminton League (IBL). PVP Group chairman Prasad V. Potluri said: "We are extremely delighted with our association with the Indian Badminton League. PVP Group aims to utilise this platform and will ensure that badminton in India grows and continues to produce world champions."

http://www.business-standard.com/article/news-ians/pvp-group-buys-ibl-s-hyderabad-franchise-113061900643_1.html

sportskeeda

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<http://www.sportskeeda.com/2013/06/19/pvp-group-buys-ibls-hyderabad-franchise/>

DECCAN HERALD

June 19, 2013

PVP Group buys first IBL franchise

The PVP Group, with interest in realty, media and entertainment, particularly Bollywood, successfully bid for the Hyderabad Hotshots in the proposed \$1-million league in what was their maiden foray into sports. Speaking on their association with IBL, Mr Prasad V Potluri, the Chairman of PVP Group, said, "We are extremely delighted with our association with the Indian Badminton League. PVP Group aims to utilise this platform and will ensure that badminton in India grows."

<http://www.deccanherald.com/content/339821/pvp-group-buys-first-ibl.html>

YOUR FEEDBACK



IBL is doing a great job. Their school programme 'Shuttle Express' will encourage youngsters. The Shuttle Express initiative needs to be extended to cities and towns apart from the six cities to promote the sport.

—Dr Anil Ramachandran

This one of best platform for the upcoming badminton players as well as parents who wants their kids to take up sports. Please extend the programme to other cities also.

—G.Supreeth

The Shuttle Express is a great initiative. It should be conducted all over India and should promote the sport and encourage the young talent.

—Laxman Karthik

The IBL will transform Indian badminton. I wish this event touches all the heights in the year of its debut. I wish all the best for IBL.

—Pranav Asthana

IBL and Shuttle Express is a great platform. Best wishes to the IBL team

—Gian Bhatia

I hope IBL will become a huge success. I wish all the best to the IBL team.

—Apinder Sabharwal

IBL will be a great boost for the sport like badminton. Keep up the good work IBL team

—Ajay Sharma

I wish 'Shuttle Express' had started when I was in school. The programme will really help badminton to grow and give chance to youngsters to show their talent.

—Jevottam Sharma

I love badminton. IBL is a great effort for the sport.

—Ravi Sharma

The 'Shuttle Express' is a good initiative to promote badminton amongst the students. Please extend it to all cities.

—Ravi Shankar

I am eagerly waiting for IBL school programme and IBL too. Hope to see all big players participating in the league.

—Sanjay Bhatia

I am really excited about their school tournament. I wish the whole team of IBL to carry on the good work.

—Renu Sehgal

IBL will give new heights to the sport. I wish to see all the big names playing the league.

—Puneet Sharma



Advisor