

SHUTTLE POINTS

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FIRST SERVE

Young shuttlers brace up for IBL

WITH THE \$1 million Indian Badminton League (IBL) set to kick-off in just over a couple of months' time, it is being seen as the next big thing in the Indian sporting arena. India's star shuttlers and the upcoming ones also eagerly awaiting the League, which they hope will change the scenario for the sport in the country. IBL Express spoke to some of the brightest young talent to get their views about the path-breaking League. Excerpts:

Looking forward to a cocktail of competition, fun, drama and entertainment

Sai Praneeth No. 1, MS – BAI Ranking

I'm eagerly awaiting for the IBL to start. It will create a great opportunity for Indian players. League-based events are the most common flavour these days and it is good that badminton is also going to witness a similar concept.

I can't wait to share space with the international stalwarts at the event.



K. Srikanth No. 3, MS – BAI Ranking

I'm sure the IBL will be a very successful league. Even though the event will not have any bearing on our BWF rankings, it is an ideal ground for Indian players to prove themselves.

The League will surely increase our visibility in the international arena.



Arundhati Pantawane No. 1, WS – BAI Ranking

IBL will be a game-changer for badminton in the country. Even though badminton is one of the widely played sport in the country, it does not have a huge fan following till now. IBL will definitely help in consolidating a pan-India fan base.

The League will bring financial gains and other incentives which are important for any sport to grow.



Pradnya Gadre No.3, WD – BAI Ranking

I'm eagerly waiting to see that how competition blends with fun, drama and entertainment. Franchise-based events have always set new standards for sports and IBL will also set new bars for badminton globally. It will also throw new players in the limelight and encourage youngsters to pursue the game more efficiently.

COURT COVERAGE



February 17, 2013

Joining elite league

A consistent display has earned Parupalli Kashyap a place among the world's top-10 shuttlers. With a consistent display in the last 12 months or so, Parupalli Kashyap ear-need his place among the elite league of top-ten shuttlers in world badminton. The 26-year-old, who became the first Indian shuttler to reach the quarterfinals in the men's singles of an Olympics in London 2012, followed it up with his maiden triumph in the National championships in Srinagar before claiming the India Open Grand Prix Gold crown. With a couple of semifinal entries and upset wins — the biggest one coming against the world No 3 Chen Long at the Indonesia Open Super Series — Kashyap climbed to his career best ranking of nine at the end of the 2012 season.

<http://www.deccanherald.com/content/312620/joining-elite-league.html>



December 22, 2012

Can Badminton Become India's Next Big Commercial Sport in 2013?

2012 was a great year for Indian badminton and 2013 will be bigger and better, reckons Mahesh Bhupathi. A national interest, badminton is on its way up and as a sport, it is on its way to becoming a commercial success in 2013. According to Mahesh Bhupathi, Indian badminton has a great combination of things going in its favour. The tennis star follows badminton closely both as an athlete and as owner and MD of Globosport, the sports and entertainment media consultancy. "First, for any sport to be successful in India, you need to have role models," he says.

<http://forbesindia.com/article/biggest-questions-of-2013/can-badminton-become-indias-next-big-commercial-sport-in-2013/34373/1>

KNOW YOUR LEGENDS

'The Pioneer'

**SUSI SUSANTI**, Indonesia

- Women's singles
- Former world No.1
- All England Champion (1990, 1991, 1993, 1994)
- 1992 Barcelona Olympic Champion
- World Championship (1993)
- DoB: February 11, 1971
- Base: West Java, Indonesia

ARGUABLY the most dominant woman player of all times, Susi Susanti carved a niche for herself in the early 90s. Susi created history when she became the first Indonesian athlete to win an Olympic gold in the 1992 Barcelona Olympics. The Indonesian entered the record books in 1993 when she became the first woman player to hold Olympics, All England and World Championship title simultaneously. No one has been able to emulate the feat till date. She won the bronze medal in the next edition of Olympics in Atlanta. She won the Japan Open thrice and the Indonesian Open five times. She also won numerous Badminton Grand Prix Series events and five Badminton World Cups.

'The Pocket Rocket from Malaysia'

**EDDY CHOONG**, Malaysia

- Men's singles and doubles player
- All England Singles Champion (1953, 1954, 1956, 1957)
- All England Doubles Champion (1951, 1952, 1953)
- Inducted in BWF Hall of Fame in 1997
- DoB: May 29, 1930
- Died: January 28, 2013
- Base: Penang, Malaysia

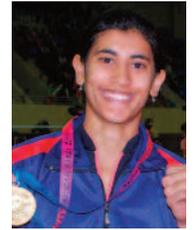
NICKNAMED as the 'Jumping Jack', 'Pocket Rocket', Eddy Choong was one of the pioneers of the game who transformed the image of the sport and started the Asian domination in badminton. He entered the finals of the All England for 12 times in his career and won on seven instances (four singles and three doubles). Choong in his career which spanned over a decade won 75 international titles in 14 countries. BWF inducted him into the Hall of Fame in 1997. He breathed his last on January 28 2013, leaving a huge vacuum in the world of badminton

KNOW THE YOUNG GUNS

'The Prodigy from Maharashtra'

Arundhati Pantawane, India

- Women's singles
- Bahrain International Challenge
- Silver medal at Estonian Open India No. 1
- DoB: September 2, 1989
- Current BWF Rankings: 104



A protégé of Pullela Gopichand, Arundhati Pantawane is fast becoming one of the forces to reckon in the Indian badminton arena. Sitting at the summit of the national rankings, Arundhati shot to the limelight in 2010 after she ended as the runners-up of the Bangalore Ranking Tournament.

In the same year, she won the senior ranking tournament in Rae Bareilly. Known for her offensive and attacking style of play Arundhati had a great 2011 season and reached career best ranking of 51, making her the fourth highest ranked Indian in the BWF rankings then. In 2011, Arundhati Pantawane emerged as the runner-up in National Badminton Championship at Rohtak, Haryana.

She started the tournament as a qualifier and ended up in the finals after defeating defending champion Trupti Murgunde.

After a good phase at the domestic circuit, the 22 year-old shuttler started making international appearances as well. She was up to the task right away and announced in style that her success in the national arena was not just a flash in the pan. She won the silver medal at the Estonian Open International Badminton tournament in Tallinn, Estonia, 2011 and followed it up with a semis appearance of the Polish Open 2011, after starting the tournament as a qualifier. In 2012, Arundhati played six international tournaments and won the Bahrain International Challenge after defeating compatriot Tanvi Lad in the finals. She will definitely pack a punch at the upcoming \$1 million Indian Badminton League and be one of the Indian stars to watch out for.



We Love This Game

TOP BADMINTON VIDEOS



Saina Nehwal's interview at All-England 2013
The women's world No.2 who eased past Sapsiree Taeratanachai in the first round match of prestigious tournament speaks about the match and the upcoming ties.



Lee Chong Wei storms into All-England quarters
World No. 1 Malaysian after a surviving a scare in the opening match delivered out a dominating performance to cruise into the round of 16 of the tournament.



Former Olympic champion Taufiq Hidayat's emotional interview
Playing in his last All-England tournament, former world No.1 Indonesian regrets about not winning the prestigious tournament.



Tine Baun announces retirement after All-England 2013
Former All-England champion divulges her plans of retiring after the coveted tournament.

TOP BADMINTON FB PAGES



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



Badminton Australia
<https://www.facebook.com/BadmintonAustralia>



Badminton link
<https://www.facebook.com/badmintonlink?ref=stream>

TOP BADMINTON TWEETS



<https://twitter.com/Guttajwala>
"I rember when Dey said I wuldn't make it.Dey said m too tall for Dis..Follow ur dreams my peeps.. Pray workhard & never give up"



<https://twitter.com/mathiasboe>
All England here we come. Give me another title and I will die a happy man.



<https://twitter.com/BADMINTONWORLD>
Badminton news | Saina enters quarterfinals in All England championships: World number two Saina defeated Bela...
<http://bit.ly/YFyQNA>

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.

Office Address

A-28, Sector-16, Noida, Uttar Pradesh
Cont. +91 - 1206491689,
+91 - 9899594587
Fax. 01206491689

Sporty Solutionz Links

<http://www.sportysolutionz.com>
<https://www.facebook.com/sportysolutionz>
<http://www.youtube.com/user/sportysolutionztv>

IBL Links

Indianbadmintonleague.co
<https://www.facebook.com/IndianBadmintonLeague>
<http://www.youtube.com/user/IBLOfficialChannel>

YOUR FEEDBACK



The IBL Newsletter is very nice. Heartiest congratulations and best of luck!

— Saina Nehwal

2012 London Olympics Bronze Medalist

I am extremely happy to browse through IBL Express. I am confident the IBL will be a grand success and will remain in everybody's mind forever. I wish the Indian Badminton League a grand success.

— H.Gyaneswor Singh

International Badminton Referee
Joint Secretary, BAI

A very interesting and informative newsletter on IBL. Best wishes.

— VVSN Rao

Former Technical Director, TATA Archery Academy

Thanks a lot for keeping us updated on IBL. The event will transform Indian badminton. I wish this event touches all the heights in the year of its debut.

— Dr Harvir Singh

KNOW YOUR IBL VENUES

Ideal haven for Indian badminton stars



Siri Fort Indoor Sports Complex

Location: New Delhi

Facilities: Indoor badminton court, squash courts

Highlights:

- ❖ Five international standard badminton court and several warm-up courts
- ❖ Approx 5000 seating capacity
- ❖ Media Centre
- ❖ Warm-up rooms for players
- ❖ Separate change rooms for men and women shuttlers
- ❖ Fully AC press conference room
- ❖ Catering facilities for players/ facility users and visitors
- ❖ Training academies by leading professionals
- ❖ Host to Yonex Sunrise Indian Open Super Series, 2010 Commonwealth Games, and host of other national and corporate events
- ❖ Siri Fort Indoor Sports Complex will be the home venue for the Delhi franchise of Indian Badminton League

Few anecdotes:

- ❖ 'Indian shuttle queen' Saina Nehwal annexed the 2010 CWG women's singles gold medal here
- ❖ World No. 9 Parupalli Kashyap secured his 2012 London Olympics berth here at the Yonex Sunrise India Open 2012

