

July 15- July 21, 2013



THE IBL EXPRESS

E-newsletter

Weekly update from the world of badminton, Vol 1 Issue 11



Initiative of Badminton Association of India



Commercial Partners of IBL

FIRST SERVE

Saina hits it off with Delhi kids



INDIA'S OLYMPIC medalist and IBL Icon Player Saina Nehwal launched the Indian Badminton League's School Programme initiative – 'Shuttle Express' here on July 12 at the Genesis Global School, Noida.

The IBL is an initiative of the Badminton Association of India with Sporty Solutionz as the Commercial Partner. Genesis Global School is the IBL School Partner for the Delhi NCR leg and the school championship in the city is being held under the aegis of the Delhi Capital Badminton Association on July 13-14. An unprecedented number of students from 35 schools in the Delhi NCR will be vying for the titles in both the boys and girls singles categories in the city leg. The

city winners will play the All-India Finals during the forthcoming IBL in August.

Speaking during the briefing, Olympic medalist and 'Indian Shuttle Queen' Saina Nehwal, said, "This is a great initiative by IBL to promote the game amongst youngsters and take the sport to the next level. Badminton is one of the most loved sports today and it's important that children get the opportunity and platform to excel."

Speaking on Shuttle Express, Badminton Association of India President & MP, Dr. Akhilesh Das Gupta, said, "It gives us immense joy and pride to introduce the IBL School Programme initiative – Shuttle Express, to lakhs of students across the country. We hope the effort taken by our badminton icons and stars to visit schools in six cities will inspire many youngsters to take up the sport."

DIFFERENT STROKES!



SMASHING ACTION!



Podium finishers in Delhi!



Boys champion Swarnaraj Borah, ASN Senior Secondary School; runners-up Porrymet Nin of Genesis Global School. Girls champion Kanika Kanwal, ASN Senior Secondary School; runners-up Bhavya Rishi of Modern School Barakhamba



New Delhi, July 14, 2013: Swarnaraj Bohra of ASN Senior Secondary School and Kanika Kanwal of ASN Senior Secondary School clinched the boys' singles and girls singles Under-

16 titles respectively in the inaugural IBL School Programme – Shuttle Express here today.

Porrymet Nin of Genesis Global School, the IBL Delhi School Partner, was the boys singles runners-up while Bhavya Rishi of Modern School Barakhamba Road, took the girls singles runners-up position.

Earlier, in the final leg of the much-anticipated Shuttle Express, which was inaugurated by Olympic medalist Saina Nehwal in the Capital, there were 16 students battling it out for a winning spot today at Genesis Global School, Noida. The final day of the Delhi leg included cut-throat matches between 8 participants from U16 Boys and

Girls respectively across schools from Delhi/NCR.

The action packed race for the top spots started with the quarterfinals, followed by semifinals and finals on Sunday. The winner from the Delhi leg will battle it out with the winners from other franchise cities in the National Finals to be held next month.

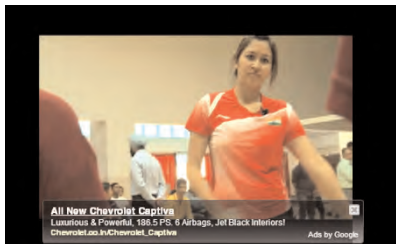
TOP BADMINTON VIDEOS



Shuttle Express Greater Noida
Here's Ms. Renu Chaturvedi, Principal of the DPS, Greater Noida giving us her insights on the IBL and Shuttle Express!
<http://www.youtube.com/watch?v=6E3KamnUHWs>



Lata Vaidyanathan of the Modern School speaks about the IBL
The Indian Badminton League launches Shuttle Express, a platform where young shuttlers can showcase their skills and rise as stars!
http://www.youtube.com/watch?v=0eUxGnK3Q4k&feature=c4-overview&list=UU-Eg6RWnIYyuPK8hyA_C32 og

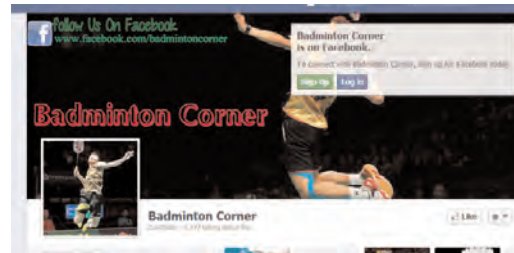


Jwala Gutta promoting 'Shuttle Express'
Indian Badminton League, an initiative of the Badminton Association of India and its 'Commercial Partner' Sporty Solutionz sets the ball rolling by announcing the launch of IBL School Programme.
http://www.youtube.com/watch?v=aPOCNmIP8vQ&feature=c4-overview&playnext=1&list=TL_sf3yZz0xlA

TOP BADMINTON FB PAGES



Indian Badminton League
<https://www.facebook.com/IndianBadminton-League?fref=ts>



Badminton Corner
<https://www.facebook.com/Badminton-Corner?fref=ts>



Nguyen-Tien-Minh
<https://www.facebook.com/pages/Nguyen-Tien-Minh/99489707046?fref=ts>

COURT COVERAGE



July 14, 2013

Shuttle Express final leg concludes with a bang
In the final leg of the 'Shuttle Express', which was inaugurated by Olympic medallist Saina Nehwal in the Capital, there were 16 students battling it out for a winning spot here on Sunday. The final day of the Delhi leg included cut-throat matches between 8 participants from U16 Boys and Girls respectively across schools from Delhi/NCR at the Genesis Global School.
<http://sports.ndtv.com/othersports/badminton/210772-shuttle-express-final-leg-concludes-with-a-bang>

THE TIMES OF INDIA

July 13, 2013

Saina Nehwal confident of strong return
Saina Nehwal may have been struggling with injuries and indifferent form for the last couple of months but the World No. 3 is confident of putting up a good show at the World Championships in August.
http://articles.timesofindia.indiatimes.com/2013-07-13/badminton/40553095_1_saina-nehwal-indian-badminton-league-ibl



July 13, 2013

Saina Nehwal, Sania Mirza match!

It is amazing to see what Saina is achieving in badminton. I hope she becomes world No. 1. Tennis star Sania Mirza says that, though other sports are gaining popularity, cricket still dominates, and that should change. "Cricket is a religion in India... it doesn't need promotion. But it would be great if India becomes an all sports nation. I don't believe in competing with cricket, but other sports need encouragement," she says.
<http://www.hindustantimes.com/India-news/NewDelhi/Saina-Nehwal-Sania-Mirza-match/Article1-1091883.aspx>

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Aamchi Mumbai on board Shuttle Express



CWG doubles gold medalist and IBL ICON Player Ashwini Ponnappa launched the Indian

Badminton League's School Programme initiative – 'Shuttle Express' here on July 15 at Jamnabai Narsee School, Vile Parle, Mumbai.

The IBL is an initiative of the Badminton Association of India with Sporty Solutionz as the Commercial Partner. Jamnabai Narsee School is the IBL School Partner for the Mumbai leg and the school championship in the city is being held under the aegis of the Maharashtra Badminton Association at the Badminton Courts in Khar Gymkhana, 15th Road, on July 17-18. An unprecedented number of students in Mumbai will be vying for the titles in both the boys and girls singles categories in the city leg. The city winners will play the All-India Finals during the forthcoming IBL in August.

Speaking during the briefing, shuttle sensation, Ashwini Ponnappa said, "It's a happy moment for every Indian badminton player today as this initiative by IBL will see badminton rise in India and hence motivate the future players to achieve more historic feats for everyone to witness, cherish and feel proud of. Wishing the participants 'All the Best' and may the next champion of India win the Shuttle Express."

Speaking on Shuttle Express, Principal of Jamnabai Narsee School, Ms Sudeshna Chatterjee said, "Jamnabai Narsee School has always considered sports to be an important attribute of education. So, we are immensely proud of our association with IBL Shuttle Express and thank Ashwini Ponnappa for encouraging our sportspersons in the making, to aspire to much more than the ordinary."

PONNAPPA WOWS MUMBAI KIDS!

