

## **Sporty Solutionz signs multi-year Media Rights deal with New Zealand Cricket**

NEW DELHI, January, 12 2015. - Sporty Solutionz has signed a multi-year Media Rights deal with New Zealand Cricket. The deal enables Sporty Solutionz to sub-license New Zealand Cricket rights until 2016/17 in Pakistan, Sri Lanka, Bangladesh and other parts of the sub-continent outside India. This will involve all cricket hosted by New Zealand Cricket during the 2014-15, 2015-16 and 2016-17 seasons.

During the period of the contract, New Zealand Cricket will play host to eight international series, including three visits from Pakistan, two from Sri Lanka, and a visit each from Bangladesh, Australia and the West Indies.

Sporty Solutionz's Chief Executive, Mr Ashish Chadha rates the new relationship as extremely valuable. "We are proud to be associated with New Zealand Cricket," said Mr Chadha. "We are confident of broadcasting the action to previously unexplored territories to ensure the best reach for cricket played in New Zealand.

"Of the eight series NZC will host during the period of our contract, six will involve teams from the sub-continent: Pakistan, Sri Lanka and Bangladesh - all of which play exciting cricket.

"On average, one of these teams will be playing every six months in New Zealand over the next three years - and I'm sure cricket lovers in the sub-continent are going to witness some exciting encounters."

NZC Chief Executive David White welcomed the agreement and said he was looking forward to working with Sporty Solutionz over the term of the contract period.

"The next three seasons are shaping up as an exciting time for New Zealand Cricket and the BLACKCAPS, and we're delighted to have Sporty Solutionz as a media rights partner," said Mr White.

"At a time when the BLACKCAPS are making excellent progress as an international team, this new partnership will ensure their exposure to an ever-increasing media audience," added Mr White.

**About Sporty Solutionz:** Sporty Solutionz is India's leading Media Broadcast rights marketing management company and media rights evaluators. Sporty Solutionz has also acquired and sub-licensed media rights for Bangladesh Cricket Board, the French Open Grand Prix Tennis Championships 2014. The company in the past has been associated with the rights distribution of IPL, Euro 2012, Sri Lanka Premier League, Bangladesh Premier League, FIFA World Cup Qualifiers. Sporty Solutionz are also the commercial partners for the Indian Badminton League and Indian Wrestling League. Based in Noida (NCR), the company also specialises in Sports Live TV Production, Sports Events and Talent Management,

**About Cricket New Zealand:** New Zealand Cricket is the governing body for professional cricket in New Zealand. New Zealand Cricket operates the New Zealand cricket team, organizing Test tours, one-day internationals and T-20 with other nations. It also governs and runs domestic cricket in New Zealand, organizes domestic cricket tournaments and manages all cricket affairs in the country, including a grass roots development programme at school level. New Zealand Cricket derives most of its revenue by way of Broadcast Rights.