

SHUTTLE POINTS

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» PSY, the 'Gangnam Style' sensation is headed to Mumbai

The Korean singing star is all set to perform at the opening ceremony of the Indian Badminton League (IBL). PSY who shot to fame globally after releasing his famous music video 'Gangnam Style' has recorded the most number of views on YouTube. **P2**

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FIRST SERVE

'Indian Badminton League can create new benchmark'

THE PHENOMENAL Indian Badminton League (IBL) which is set to roll from June 24 will see top badminton stars from India and abroad in action and is expected to create a new benchmark for the sport, feels Ashish Chadha, CEO of Sporty Solutionz Pvt Ltd, the commercial right holders of the league for multiple years.

"The IBL is set to feature all the top players and hardly will there be any marquee players missing the path-breaking league." said Chadha in an exclusive interview with *sportskeeda.com*.

"The national association of Malaysia, Indonesia, China and some in Europe have issued their No-Objection Certificate (NOC) to players. With badminton, you only need the approval of the national associations, unlike in other



sports where you have to approach every player," he added.

"The IBL can create a new benchmark for badminton just like IPL did for cricket. It will change the profile of badminton worldwide. Badminton has five or six sponsors now and we are

looking at increasing the pool to 40. Just imagine the impact.

We're getting some (sponsors) who have never invested in badminton. Once they see success, they will turn into sponsors for the Badminton World Federation (BWF) or Badminton

Association of India (BAI)," said Chadha. The IBL which is a joint initiative of BAI and Sporty Solutionz promises more money than Super Series events and the other leagues.

"The base price of top players is USD 50,000 – that's more than the amount they stand to win in Super Series events. The Indonesian league does not offer that kind of money. The China league has good money, but the format is different... the clubs have no permanent foreign players. In the IBL, the team will remain the same for three years; the next auction will be during the third year," he said. 

Read the full interview here:
<http://www.sportskeeda.com/2013/02/04/ashish-chadha-interview-the-ibl-will-create-a-new-benchmark-in-badminton/>

COURT COVERAGE

BBC

February 4, 2013

Could badminton become cool?

Mumbai: With a new badminton league about to launch in India, the hope is that a sprinkle of razzmatazz can help the sport emerge from the shadows of cricket, and finally become cool.

As a spectator sport, badminton falls behind cricket, football and tennis, but could that soon change?

The Indian Badminton League, the IBL, will begin in June in India, with the aim of increasing interest and recruiting new fans.

Organisers hope it will do to badminton what the Indian Premier League (IPL) has done to cricket, by injecting huge money, Bollywood glamour and razzmatazz.

<http://www.bbc.co.uk/news/magazine-20715885>

the COPENHAGEN post

February 8, 2013

Badminton eyes passage to India

Denmark's list of sporting millionaires in five years' time could very well include Caroline Woznaicki, Christian Eriksen, Thorbjørn Olesen and ... Tine Baun?

Yes, you heard right. Denmark's top female badminton player, who is currently ranked #7 in the world, could potentially be raking it in thanks to an ambitious badminton project taking place in India at the moment.

<http://cphpost.dk/sport/badminton-eyes-passage-india>

SECOND SERVE

PSY to perform at IBL opening ceremony

PSY, THE South Korean singing sensation is set for his maiden visit to India and is expected to perform at the opening ceremony of the Indian Badminton League (IBL).

PSY who shot to fame globally after releasing his famous music video 'Gangnam Style' has recorded the most number of views on YouTube. The highly stylish video which shows him dancing in a humorous manner is the only video in the history to have crossed the one billion mark on YouTube.

The IBL, scheduled for June 2013 in six cities, with a prize money of \$1 million (Rs 5.5 crore approx), is the highest for any badminton tournament in the world. The league will feature 66 players, including at least 24 top class players from other countries.

He is one of the most well-known public figures today, and it will help a lot because of badminton's popularity in the South Asian and South-East Asian countries.



MATCH POINTS

"It is a great concept and just like how the IPL has helped a lot of new cricketers to get established, the IBL will do the same for the badminton players. It will inspire juniors and also provide financial benefits to the players"

—Jwala Gutta, 2010 CWG women's doubles gold medalist

"I am positive about the league. IBL will improve the badminton and encourage the sport amongst the people. It will also make badminton a much popular sport in India like cricket"

—Parupalli Kashyap, world No. 9



We Love This Game

"This is a great day for Indian badminton.

Watching the cream of world badminton in

non-stop action in different venues is a dream-come-true for not just Indian players but also to millions of fans in India"

—Ashwini Ponnappa, 2010 CWG women's doubles gold medalist

"It's going to change the badminton scene in India. All the top players will come, and it will be good for Indian badminton. It will do a great deal to the young players and they will get exposed to so many top players. The youngsters will have to make a use of the opportunity"

—Guru Sai Dutt, Indian badminton player

TOP BADMINTON VIDEOS



Saina Nehwal aims at No.1 spot
2012 Olympic bronze medalists says she is aiming for the world No.1 spot this year



Taufik Hidayat's super smash
Former world No.1 fires a 305kph smash from the backline against Lee Chong Wei during 2006 World Cup



Top-5 badminton rallies
A video compilation showing some of the best rallies from the badminton over the years



Badminton men's singles trick shot
Great trick shots by some of the best players from the world of badminton

TOP BADMINTON FB PAGES



Indian Badminton League



Saina Nehwal



Lee Chong Wei

TOP BADMINTON TWEETS



王仪涵 Wang Yihan @wangyihan_fc
Wang Yihan saat menandatangani foto dirinya di hall LYB
Wang Yihan while signing pictures in the LYB Badminton School hall



<https://twitter.com/bwfmmedia>

BWF @bwfmmedia
Happy Chinese New Year! Hope the year of the Snake brings you health and happiness. Best of luck to all shuttlers...



BADMINTON ENGLAND
Play it. Love it. Live it.

<https://twitter.com/BADMINTONEnglnd>

BADMINTON England @BADMINTO-NEnglnd
Team England players now on their way to Russia for the 2013 European Mixed Team Championships

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>

KNOW YOUR IBL

THE INDIAN BADMINTON LEAGUE (IBL) IS A JOINT INITIATIVE BY BADMINTON ASSOCIATION OF INDIA AND SPORTY SOLUTIONZ PVT. LTD, THE COMMERCIAL RIGHTS HOLDER OF THE LEAGUE FOR MULTIPLE YEARS.

THE IBL WILL BE PLAYED UNDER THE RULES AND REGULATIONS OF BADMINTON WORLD FEDERATION.

IT WILL BE A FRANCHISE BASED EVENT WITH SIX CITIES COMPETING AGAINST EACH OTHER, FOLLOWING THE FORMAT OF SUDIRMAN CUP.

THERE WILL BE A TOTAL OF 18 TIES, INCLUDING A MAXIMUM OF 90 MATCHES IN ALL. EACH TEAM TIE WILL COMPRISE OF ONE MEN'S SINGLES, WOMEN'S SINGLES, MEN'S DOUBLES, WOMEN'S DOUBLES & MIXED DOUBLES EVENT.

THE INAUGURAL IBL SEASON WILL RUN FOR 18 DAYS, FROM JUNE 24 – JULY 11, 2013.

THE IBL WILL OFFER \$1-MILLION (APPROX RS 5.5CR) IN PRIZE MONEY TO THE 6-CITY BASED FRANCHISE TEAMS, THEREFORE MAKING IT THE RICHEST BADMINTON IN THE WORLD. THE WINNING FRANCHISE WILL TAKE HOME AROUND RS 3.5 CRORE.

THE IBL WILL OFFER ATTRACTIVE APPEARANCE MONEY TO ALL THE PLAYERS – FIRST TIME IN A BADMINTON TOURNAMENT ANYWHERE IN THE WORLD.

