

Press Clipping

 The Resource Centre

Publication : The Asian Age
Date : Monday, September 24, 2007
Edition : Mumbai
Page : 14 (The Business Age)

RCom hits jackpot with Twenty20 World Cup

By OUR SPECIAL
CORRESPONDENT

Mumbai, Sept. 23:
Reliance Communications is having the last laugh.

When Reliance Communications, signed up as the global partner for Twenty20 World Cup 2007, many in the advertising business viewed it with with skepticism because of the dismal early exit of the Indian cricket team in the World Cup in March.

Many Indian sponsors

were in a delima over the ad spend in a cricket tournament.

India has now reached the finals of the inaugural Twenty20 World Cup being held in South Africa.

Reliance Communications' association with the new Twenty20 format as a Global Partner has given it good returns with a good visibility across the countries observing cricket.

Expressing this new format as "a very good platform," Mr Sanjay Behl,

head-branding and marketing, Reliance Communications said, "This month in particular, with Reliance as Global Partner for Twenty20 World Cup 2007 and Vodafone Essar's new brand launch the advertising and brand spends have gone up significantly. With individual and team sports doing well, this area is fast becoming a good platform for brand building. Indian

BOTTOM LINE

cricket team captain for the tournament Mahendra Singh Dhoni is also the brand ambassador of Reliance. With the World Cup in mind, we are launching Dhoni-Dhanadan pack that will surely excite cricket lovers across the country."

"Our country is fascinated by three things, cinema, music and cricket and we at Reliance are committed to

enhance our customers experience in these passions that bind every Indian, in India and globally. Our association with the game goes a long way with Reliance World Cup in 1987 and we are proud to be associated with the new format of the game that ensures quality entertainment.”

Reliance Mobile subscribers to Dhoni pack would be able get score updates after every over, wicket alerts, live streaming

videos, videos of match highlights, wallpapers, Dhoni Zone and even participate in a contest using their handsets. Dhoni pack comes under two price points Rs 49 and Rs 79, each allowing users to access wide array of quality services

Indian recently beat South Korea in the Asia Cup Hockey finals. With such good performance coming up sports is becoming a good platform for ad spends, said Mr Behl.