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RCom to focus on sports-related sponsorships

Corporate Bureau
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After the huge success of Twenty20 World Cup, Reliance Communications (RCom) is planning to get associated with sponsorships of other sports-related events. The company plans to initially invest \$3-4 million for the purpose. Said Sanjay Behl, head-branding and marketing, Reliance Communications, "We might get associated with the sponsorship of other sports like hockey and tennis which

also has a large viewership." The telecom major is currently working out the modalities to sponsor these sports.

Despite India's not so good performance in the past few months, RCom still associated itself with the Twenty20 World Cup and it paid off good dividends to the company. "We are proud to be associated with the new format of the game that ensured quality entertainment," he said. Apparently, for the company, the association with cricket goes a long way with Reliance World Cup in

1987 which bore fruitful results. Says Behl, "Such events are definitely a platform to launch our new products. We have launched a slew of services like the Dhoni Pack, among others, which enable subscribers to get score updates after every over. This offer comes under two price points, Rs 49 and Rs 79."

Calling Dhoni 'hot property', Behl added that he shall remain their brand ambassador and as of now, the company has no plans to have any more ambassadors apart from Dhoni.