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Sponsors bet for India in final

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LIKE MILLIONS of cricket crazy fans in India praying for Team India's victory in Monday's high-voltage Twenty20 World Cup final against Pakistan, sponsors Reliance Communications too are hoping that history would repeat itself and Indians would come home with the trophy.

Head Branding and Marketing, Reliance Communications, Sanjay Behl said Team India had been outstanding in the tournament so far. He prayed that this time too the trophy would come back to India.

"Just look at the track record of Team India against Pakistan in World Cup history and the way our boys are playing, I am confident India should win the maiden event of the short version of the gentlemen's game," Behl told *Hindustan Times* on phone from Mumbai in on Sunday.

However, he accepted that an overwhelming response to the Twenty20 World Cup and sponsor Reliance, had inspired them to look forward to the upcoming ODI series between India and Australia and India and Pakistan at home.

"Let's see what happens, but



Head Branding and Marketing, Reliance Communications, Sanjay Behl holding Twenty20 Trophy in Mumbai.

we are looking forward to sponsoring the upcoming ODI series," said Behl, adding, "The format of the Twenty20, new segment of customers, global attraction and timing of the Indian matches with a huge viewership in the country inspired us to sponsor the event."

Replying to a question, Behl claimed that the Twenty20 version of the game would certainly have some impact on Test cricket in future, but the charm of the 50-over matches would remain

intact.

"Indian captain MS Dhoni being our brand ambassador, Reliance has gained a spontaneous recall value for it among the Indians through the Twenty20 World Cup, and it's a good sign for the company," he added.

"Certainly, cricket is a tool for any big company to establish its image in much bigger way and I am happy that Reliance being the main sponsor of the event did manage to achieve this goal."

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