



## Micromax sponsors the biggest cricket championship in Asia 'Asia Cup 2012'

*Bags title sponsorship for Asia Cup 2012 for the second consecutive year*

**New Delhi, India/Dhaka, Bangladesh, March 5<sup>th</sup>, 2012: Micromax Informatics Limited ("Micromax"),** the 12th largest handset manufacturer in the World (According to *Global Handset Vendor Market share report from Strategy Analytics*) has once again bagged the title sponsorship for Asia Cup 2012 for the second consecutive year. Nimbus Sport and Micromax has entered into an agreement and the event will be now titled as **Micromax Asia Cup 2012**.

Asia Cup is one of the World's premier cricketing events which feature the top four cricket teams of the continent (India, Pakistan, Sri Lanka and Bangladesh) battling to secure the title of Champions of Asia. One of the most exciting and awaited cricket events of the year, Micromax Asia Cup 2012 will be hosted by Bangladesh this year and the seven ODI series is scheduled to kick off from the 11th and continue till 23<sup>rd</sup> of March 2012.

Announcing the sponsorship, **Yannick Colaco, Chief Operating Officer, Nimbus Sport said,** "Micromax is an exciting brand, close to the heart of youth, and one which is a good match to the dynamic and vibrant nature of this event. As we come together, once again to present an action packed cricket series of the year, we expect this event to be an exemplary celebration of sportsmanship."

Commenting on the association, **Mr. Deepak Mehrotra, CEO, Micromax said,** we are proud to be part of the Asia Cup 2012, which is the one of most coveted cricket championship in Asia. Cricket is not just another sport, but a culture that connects youth beyond boundaries. We are proud to be associated with this game and are elated to continue our patronage and support for the game.

He further added, "The sponsorship addresses our commitment towards building a brand that echoes the pulse of the younger generation. We sincerely hope that the event will be a truly memorable experience for all cricket fans."

The television coverage of the entire Series is being produced by Nimbus Sport and the broadcast TV partner in India will be Neo Cricket, India #1 sports channel. The event will also be broadcast globally and Nimbus Sport expects to make a separate announcement on revealing the broadcast partners across the world.

## **About Micromax**

**Micromax** is the 12th largest handset manufacturer in the World (According to *Global Handset Vendor Market share report from Strategy Analytics*). The Indian brand is reaching out to the global frontier with innovative products that challenge the status quo that Innovation comes with a price. **Micromax** has sales presence across India and global presence in Hong Kong, Bangladesh, Nepal, Sri-Lanka, Maldives, UAE, Kingdom of Saudi Arabia, Kuwait, Qatar, Oman, Afghanistan and Brazil.

\* Micromax holds the 3<sup>rd</sup> position amongst the handset manufacturers in India as per revenue with a market share of 6.9% for the FY 2011. (Source: V&D report)

## **About Nimbus Sport International Pte. Ltd.**

Singapore headquartered, Nimbus Sport International Pte. Ltd. (100% subsidiary of Nimbus Communications Limited) is a leading full service sports management company providing end to end solutions including rights management, television production, sponsorship sales, event management and sponsor services.

Nimbus Sport currently manages various commercial rights (on long term contracts) for a number of global sports federations including the BCCI (Indian Cricket Board), Bangladesh Cricket Board, Cricket Kenya, ACC and the English Premier League (digital/new media rights).

Nimbus Sport has in the past managed the media and sponsorship rights of the ICC Cricket World Cup and other ICC events. As a globally reputed production company for live match coverage, Nimbus Sport has produced live coverage and / or managed rights in 9 of the 10 Test Cricket Playing Nations.

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