

BAI appoints Sportzlive as Marketing Partners for IBL2016

PTI, 02-10-2015

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- **Indian Badminton League will feature six franchisee teams; auctions have been scheduled for the November 20, 2015.**



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Sportzlive primarily focuses on investing and creating Sports IPR in the Indian Sub-Continent and its key Promoters, Gaurav Bahal and Atul Pande, bring with themselves more than 25 years of collective sports and media experience.

With IBL 2016 just three months away, this deal gives a mandate to Sportzlive to approach Corporate, Brands and Business Owners for various available sponsorships and franchisee slots in the League.

Announcing the appointment, Dr. Akhilesh Das Gupta, President, BAI said: "As we move towards launching IBL season 2016, we are enlisting the support of professionals to help us make the league a success. Sportzlive with its experience of sports management and marketing will help us achieve our objectives. We believe IBL is poised to become a prime property in the Indian broadcasting and digital space."

Indian Badminton League will feature six franchisee Teams across India who will beef up their Teams with the very best Indian and International Badminton players. The player auctions have been scheduled for the November 20, 2015.

Speaking on the occasion, Atul Pande, Chairman, Sportzlive, said: "We at Sportzlive are privileged to partner with BAI and IBL. We believe the property has great potential to become one of the flag bearers in the Television arena.

"Badminton is second most monetised product in India in terms of product sales and there is no reason why it can't be big on TV. Under Dr Das Gupta's able leadership, Indian Badminton players are now amongst the best in the World, and that should also translate to better viewing and higher revenues for the federation."
