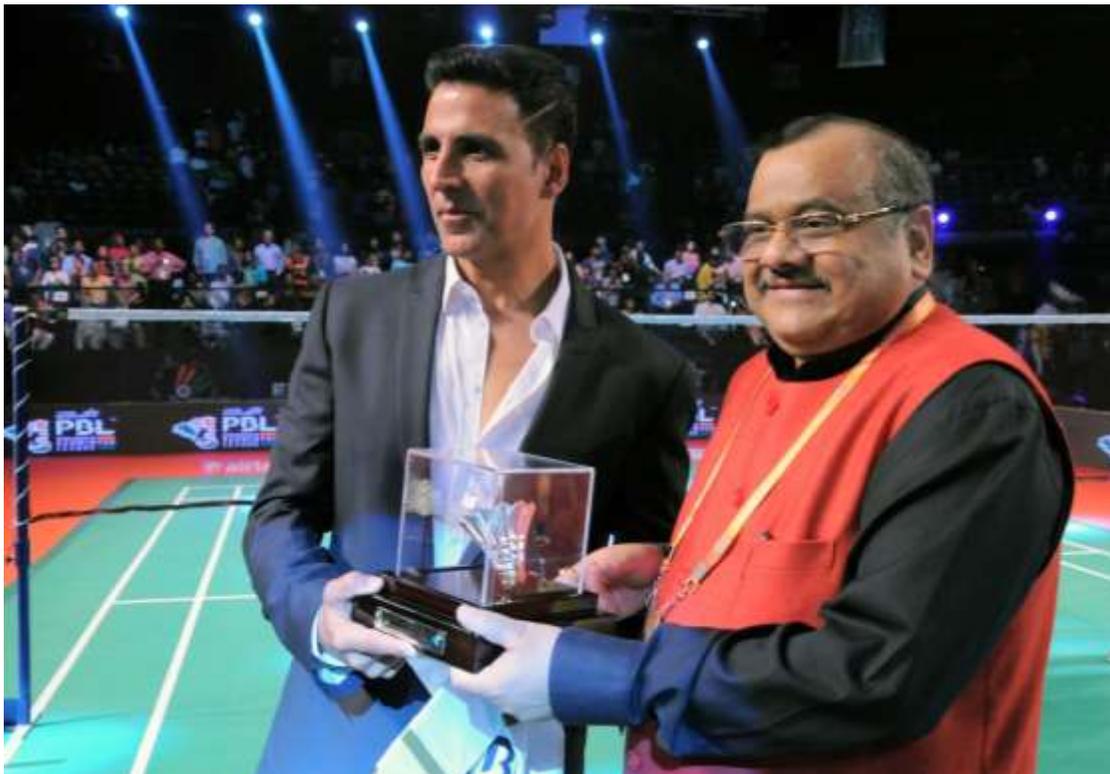


Akshay Kumar: I will give my level best to make Badminton as popular as cricket.

- Akshay Kumar is the Brand Ambassador of the Star Sports Premier Badminton League being organized by Badminton Association of India from January 02 to 17, 2016. 5 0

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Akshay Kumar had played the game of Badminton during his school days. Akshay Kumar is quite geared up about his new role as the Brand Ambassador of Premier Badminton League and has vowed to give his level best to promote the sport of Badminton in the country.

"I will give my level best and tell everyone to play this game," Akshay told *indianexpress.com* when asked what he would do to make Badminton popular.

Commenting on what promoted him to associate his name with league, **Akshay said: "Our country is coming up in a lot of sports, many of which need a boost. Cricket is a great game. It is like a religion. We want to popularise other sports as well. When I realised about this league and that it needed a revamp, I thought I would associate myself with it."**



(Dr. Akhilesh Das Gupta, President, BAI & Chairman, PBL and Mr. Akshay Kumar with the Team of Mumbai Rockets at NSCI Stadium, Mumbai on Sunday.



(Dr. Akhilesh Das Gupta, President, BAI & Chairman, PBL and Mr. Akshay Kumar with the Team of Chennai Smashers at NSCI Stadium, Mumbai on Sunday.

Praising the game of Badminton as a great form of exercise, **Akshay said, "It is a great game for burning calories. Badminton burns calories fast because you have to be quick and agile while playing it. It is a sport that needs a lot of reflex action. The shuttlecock travels at around 399 kms per hour. On the**

contrary, in cricket, the balls travels at an average speed of 140 kms per hour. So, you can imagine how quick one needs to be while playing Badminton."



Earlier on Saturday Bollywood actress Jacqueline Fernandez sizzled at the opening ceremony of the Premier Badminton League (PBL) at Worli's Sardar Vallabhbhai Patel Stadium on Saturday.

The Bollywood hottie swirled to some foot-thumping tracks like 'Chitiya Kalaiya' and 'Suraj Dooba Hai' from her movie 'Roy' and the very popular 'Hangover' number from the Salman Khan-starrer 'Kick'.



Music composers Salim-Sulaiman also entertained the audience with their soulful songs on Saturday. They ended their performance with the title track of 'Chak De, India!' to set the tone for the evening. Salim-Sulaiman has also composed the PBL anthem.