

# The Times of India

## BAI gets a big pat from World Badminton Body

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**NEW DELHI:** The Badminton World Federation (BWF) is pleased and satisfied with the professional manner in which India hosted its first Thomas and Uber Cups at the Siri Fort Sports Complex on May 18-25.

**"First of all, we, together with the BAI, have been able to put up an extremely well staged event in many ways. The Thomas and Uber Cups have been several notches higher in terms of organisation if we compare it to the annual India Open Super Series," BWF Secretary General Thomas Lund said.**

**BWF president Poul-Erik Hoyer Larsen was also pleased with India's organising of the sport's biggest events.**

**"I am very satisfied with the way the Thomas and Uber Cups were hosted in India. It was very professional, not just the stadium but also the television coverage. It has lived up to our expectations," Hoyer said.**

But the BWF feels that the Badminton Association of India (BAI) did its best to overcome the challenges.

"Yes there were challenges. There were internet challenges that we struggled with over the week, and this was unfortunate. We had honestly wished there was more spectator interest, among other things. But we don't go to places where there are no challenges," added Dane Lund.

**"There was a big effort from BAI to try and address some of these issues. They could not solve all of them, there were improvements. The evaluation shows there was honest commitment and best of effort."**

"There are a lot of positives to take away. A lot of big steps were taken for the growth of the event. The venue layout, the look and feel, the prize presentations were really good. There was an enormous amount of media interest and coverage provided for badminton which is very important," said Lund, who is also the BWF chief operating officer.

"The television coverage and promotion that was provided by the Star Sports channels was really good. They promoted it beyond belief on four channels with near 24X7 coverage. The sprucing up of the venue took the event a couple of notches up from the Super Series, which was very nice."

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