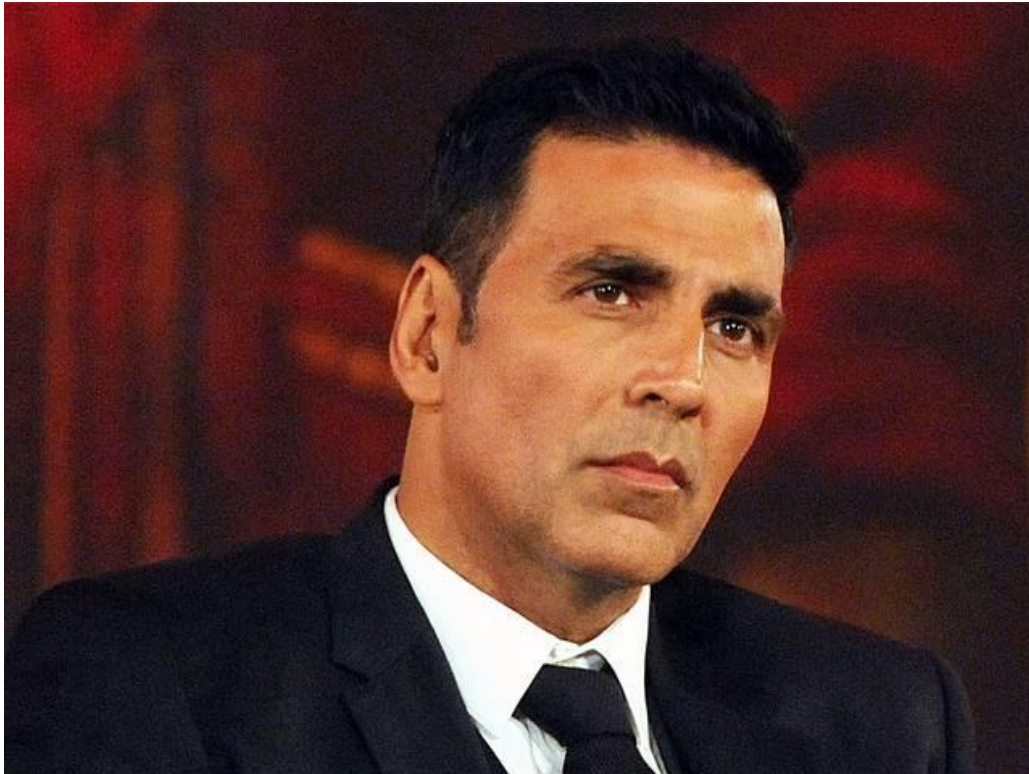


Premier Badminton League ropes in Akshay Kumar as Brand Ambassador

[Ravi Teja Sharma](#) | ET Bureau | 28 December 2015,



Kumar is a sports enthusiast and is also seen as a fitness freak. During the league, the actor will actively post his comments and updates on the social media via his official Twitter handle, blogs and podcasts talking on PBL and how players fared each day.

"His presence will not only attract sports lovers but even excite the players. We are sure we will witness a successful edition not only on the court but even off the court," said Dr Akhilesh Das Gupta, President BAI and Chairman of PBL.

Akshay Kumar said: "I have always believed in associating with sports and this League is yet another platform for me to showcase my support. Badminton has given us reasons to rejoice for years now and I am very excited to meet the young stars who have conquered many feats on the court. For me they are the true Brand Ambassadors to this beautiful and exciting game, I wish each one Good Luck and may the best team win."

The Premier Badminton League will see--Delhi Acers, Hyderabad Hunters, Bengaluru Top Guns, Chennai Smashers, Mumbai Rockets and Awadhe Warriors--compete. Premier Badminton League will be telecast LIVE on Star Sports.
