



Sony Six to broadcast Yonex Sunrise India Open 2015

The tournament will be held in New Delhi from March 24-29 and feature a galaxy of Indian and International Badminton stars

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Sony Six will be broadcasting the Yonex Sunrise India Open 2015, part of the Metlife BWF World Superseries, from March 24 – 29, 2015. The tournament will be held at the Siri Fort Indoor Sports Complex in New Delhi and will witness some of India's finest players including Srikanth Kadambi, the reigning Swiss Open Champion, World No. 2 Saina Nehwal and Commonwealth Games Gold medallist Parupalli Kashyap.

The tournament will also feature the best of International Badminton talent including Jan O Jorgensen, Dan Lin and All England Open Women's Champion Carolina Marin. The total prize money is \$275,000.

With Badminton increasingly gaining a strong foothold in India, the current season of the Super Series tournament should add to the ever-growing fan base in the Country. Prasana Krishnan, Business Head, SONY SIX, said, "The India Open is undoubtedly the biggest major played in India every year and we are thrilled to come on board as the broadcasting partner for this marquee tournament which attracts the best of Indian and international talent year on year. The viewer base for Badminton in India has got stronger with every tournament in which our players feature. We expect the viewership to only grow manifold for this tournament considering its iconic status and the conducive telecast hours."

Sony Six, as a part of its agreement with the Badminton Association of India (BAI), holds the rights to telecast the tournaments which are played in the Country.
