

## **Burman family of Dabur Group buys Pune franchise for Indian Badminton League**

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**New Delhi:** The Burman family, promoters of Dabur Group, has bought the Pune franchise of the Indian Badminton League (IBL) which is scheduled to be held in six States across the Country from August 14 to 31.

Burman family -- which forayed into the field of sports with Indian Premier League and followed it up with the Hockey India League, successfully bid and bagged the 'Pune Pistons', one of the six franchises in the USD 1-million IBL.

"Having been actively involved in league sports in the Country, we are elated to contribute towards the rise of IBL," said Dabur Group Director Mohit Burman.

"The conceptualization and design of this League is really interesting and we are thrilled to be a part of it.

"As in the case of our involvement in IPL as well as HIL, this is a personal investment by the Burman family and is not connected to Dabur India Ltd."

**Speaking on this occasion, BAI President Dr Akhilesh Das Gupta, said: "We welcome the**

**Burman family into the game of Badminton and we look forward to a strong and successful association. We are confident that this association will add value to the overall badminton scenario of India."**

The IBL is an initiative of BAI with Sporty Solutionz as the Commercial Partner. The tournament will get underway on August 14 with some high-voltage action expected between PVP's Hyderabad Hotshots and BOP Group's Banga Beats.

Speaking about the deal, Ashish Chadha, CEO, Sporty Solutionz, said: "We are excited that the family behind the over 128-year-old consumer goods company has come on board the IBL. I am sure this association will help IBL create goodwill amongst its stakeholders."

The inaugural IBL will feature six franchises and will run for 18 days. Each franchise will host a two-day leg and the League will showcase a grand total of 90 matches.

The top four franchises in the League will clash in the semifinals and the winners will meet in the grand final on August 31, which will be played out in Mumbai.

The IBL is also running a School Championship -- Shuttle Express, which will offer Rs 10 lakh as prize money and an opportunity to train at the world-class Pullela Gopichand Academy to the young talent.

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