**Badminton Association of India**

**unveils richest Prize-money**

**Badminton Tournament in the World – the $1-million Indian Badminton League (IBL)**

**“BAI seeks to make Badminton the No.1 Sport in the Country and we hope the path-breaking IBL will trigger the change. Indian Badminton is capable of reaching dizzy heights and we seek the support of the Sponsors, Media and fans to make the IBL a grand success. The revenue generated from the IBL will be pooled back into developing better facilities for Badminton Players and fans at the venues. IBL will reach millions of viewers in more than 150 Countries”**

 **Dr Akhilesh Das Gupta, President, BAI**

**“The IBL heralds a new era in Indian Badminton. It will provide a great opportunity for our players to play along with the best players of the world and learn from them. I’m sure the IBL will be a great catalyst in motivating our youngsters and aspiring talent.”**

 **P. Gopichand, Former All-England Champion**

**“This is a historic moment for Indian Badminton. Post-2012 Olympics, the *junoon* for Badminton has reached a peak in India. I’m confident the Indian Badminton League (IBL) will make the game even more popular amongst the masses and fulfill the high expectations it has raised.”**

 **Saina Nehwal, Olympic Bronze Medalist**

**MUMBAI, November 10, 2012:** In an avante-garde initiative, the Badminton Association of India (BAI) and its Commercial Partner, Sporty Solutionz Pvt Ltd (SSPL), launched the $1-million (Rs 5.50 Crores) Prize money Indian Badminton League (IBL) at a star-studded function at Mumbai on Saturday. The IBL, which is the richest prize-money Badminton Tournament in the world, was unveiled in the presence of Dr. Akhilesh Das Gupta, President, BAI & Vice President, BAC, Olympic Bronze Medalist Saina Nehwal, former All-England Champion Pulella Gopichand, 2010 Commonwealth Games Women Doubles Gold Medalists Jwala Gutta and Ashwini Ponnappa, the find of the 2012 Olympics, P. Kashyap and also P.V.Sindhu.

On this occasion, the entire Indian team-bound for the prestigious Super Series in China and other Officials of BAI were present for the unveiling of the official IBL- logo and IBL roll-out plan.

The $1-million IBL with “Six teams and 6-City based Franchise” will lock horns in an action-packed format involving 28 Ties of best-of-five Matches to a maximum of 140 matches played over three weeks, starting from June 24 to July 11, 2013. Each Team Tie will comprise of one Men’s Singles, Women’s Singles, Men’s Doubles, Women’s Doubles and Mixed Doubles of each event. Team that wins 3 out of 5 matches will win the Tie. Each Franchise Team will play minimum of five Ties, total 25 league Matches, 2 Semi-finals and 1 Final.

The live Telecast of all the 28 Ties of the IBL is expected to reach more than 150 Countries.

A galaxy of International Stars will be participating in the IBL, including the World’s top-ranked Players from Countries like China, Malaysia, Indonesia, Korea, Denmark. The foreign Stars, Indian National Team Stars and the emerging Indian Players will be paid attractive appearance fees in addition to the ‘Prize Money’ in this unique league. Each Franchise Team will comprise of 1 ICON Player and total 11 Players ( MS-2, WS-2, MD-3, WD-2 & XD-2), including a maximum of 4 Foreign Players, while a maximum of 3 offshore Players can be fielded in action in a match.

The path-breaking IBL will be played in six World-class Venues with play beginning at prime time for Indian television. The matches will be played in the most-acclaimed Badminton Tournament format, the Sudirman Cup, and follow the Rules & Regulations of BWF and BAI.

On this occasion, the CEO of Sporty Solutionz Pvt Ltd, the Commercial Partner of IBL, Ashish Chadha said, “The IBL will be a game-changer – bringing together brilliant players from around the Globe to showcase their talent in the most exciting and innovative format to millions of passionate followers of the sport in India. We seek to make the IBL the ultimate sporting destination with high-octane competition, unprecedented buzz and oodles of entertainment around the sport.”

Sporty Solutionz Pvt Ltd is India’s leading TV Rights Management Company, and has been associated with almost all the premier sporting events in India like the IPL, Euro 2012, Sri Lanka Premier League, Bangladesh Premier League, FIFA World Cup Qualifying matches etc.

IBL Governing Council’s Vice Chairman Pradeep Gandhe said, “The Indian Badminton League offers a never-before seen incentive for Badminton players and a cutting-edge platform for the sport to bloom.”

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