

Press Clipping

Publication : Economic Times
Date : 08/08/2008
Edition : Mumbai
Page No. : 04

Reliance BIG TV bags IPL DTH partnership rights for Rs 137 cr

■ **NEW DELHI:** Reliance ADAG venture BIG TV has bagged the official direct-to-home (DTH) partnership for the T20 cricket Indian Premier League with a bid of \$31.16 million (approximately Rs 137 crore) for the next four years. BIG TV outbid the other contender Airtel Digital TV, which had put in a bid of \$30.28 million, sources said. When contacted, Reliance ADA Group officials declined to comment on the development.