

## TELiBrahma partners with Royal Challengers Bangalore IPL to enhance the cricket experience for the spectators within Chinnaswamy Stadium, Bangalore

*Telibrahma ties up with Royal Challengers to provide real-time cricket match lined information*

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TELiBrahmaConvergent Communications in association with Sportingmindz is partnering with Royal Challengers Bangalore IPL to enhance the experience spectators carry when they cheer for a cricket team. The experience is extended to the audience who will receive real time match linked information on their mobile handsets within the Chinnaswamy Stadium during, Royal Challengers IPL cricket matches starting from April 18th onwards.

The cricket fans at the stadium will receive Mobile Flashing upon activating the Bluetooth application on their mobile phones. They will receive content related to the forecast of the match, pitch report, team composition, video clips, trivia and updates at every turn of the event at the match. (pls., find the complete list of offerings below). Sportingmindz as a partner will provide the analytical content.

'The content will be exclusive to Royal Challengers and will be a huge gratification for viewers. The offerings include pre-event promotions and we intend to build a mobile fan club exclusive to Royal Challengers', said **Mr. Narasimha Suresh of TELiBrahma Convergent Communications**.

The Bluetooth infrastructure would also provide a unique opportunity for brands to have an extended presence in the IPL stadium by branding the mobile content and match linked information pushed to the handsets of the users at the stadium.

'We are talking to brands with national footprint as well as local retailers, Royal challengers, Blackberry and Canara Bank are some of the major brands who have confirmed and would be using the Bluetooth infrastructure to maximize the mobile advertising opportunity at the stadium', **added Mr. Narasimha Suresh**.

### **Content and Mobile flashing's provided to the user's mobile phones -**

**Welcome kit:** Welcome kit is delivered to all the users who would turn on the Bluetooth. The kit includes graphically rich content like - curtain raiser for the match that includes pitch report, captain speaks, what experts say and more. The users would also receive greetings for the Royal challenger's team.

**Updates:** Mobile updates at the turn of the events during the live match, like Bowler pitch mark, Wagon wheel, Partnership/ scoring patterns and more.

**Rich videos:** Videos delivered include - Wicket packages, Best shots, what we saw in the crowd etc.,

**Trivia:** Interesting information based on the cricket, IPL and players would be delivered to consumers.

**Mobile brochure:** Delivered to all the users who walk in to the stadium which consists of , Profile of all the players, Fixtures and Highlights of previous matches.

**Mobile Contests inside the match:** Examples include, Player of the team, best dressed spectator and moment of the match.

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**About TELiBrahma Convergent Communications:** TELiBrahma is a leading mobile solutions company based at Bangalore, India. The company has patent pending products, experience in addressing complex technology problems to deliver simple to use solutions, ability to understand and adapt to customer requirements. We power solutions like mobile advertising, mobile search, payments, yellow pages, event management, and marketing strategies to some of the leading global brands. TELiBrahma has been recognized by NASSCOM and Red Herring for its innovation in the mobile computing space. To know more about the company log on to [www.telibrahma.com](http://www.telibrahma.com)

**About Sportingmindz:** Sportingmindz, a Bangalore based company providing software solutions to the sports domain in the country. Sportingmindz was started in the year 2006 by ex-Karnataka Ranji Trophy cricketer and coach Vijay Bharadwaj and his brother Sanjay Rao. The company carries tech enabled products that help analyse different games including cricket. To know more about the company log on to - [www.swantha.com](http://www.swantha.com)

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You can also visit [www.telibrahma.com](http://www.telibrahma.com) for more information.