

## **Bharatstudent.com takes over the Hyderabad Heroes team at The Indian Cricket League**

*Bharatstudent.com, India's largest youth community platform with over 3 million registered users has acquired the sponsorship rights of the Hyderabad Heroes Team at the Indian Cricket League (ICL).*

Hyderabad, Andhra Pradesh, March 12, 2008 /[India PRwire](#)/ -- Bharatstudent.com, India's largest youth community platform with over 3 million registered users has acquired the sponsorship rights of the Hyderabad Heroes Team at the Indian Cricket League (ICL). Kicking off the exciting sport, the Edelweiss 20s Challenge promises 30-days of non-stop pulsating cricket which will be held in three locations: Hyderabad, Chandigarh (Panchkula) and Gurgaon from March 9th to April 7th, 2008.

Apart from the thrilling challenge, Bharatstudent.com will have a special "Hyderabad Hero's Club" on their official website [www.bharatstudent.com](http://www.bharatstudent.com). To promote the game, Bharatstudent.com is organizing a unique interactive contest. Through this contest, few lucky members of the site will get a chance to battle it out in a one on one cricket match with the Hyderabad Hero's team.

Speaking on the initiative, **Mr. Vishnu Induri, Managing Director, SMIL and Founder Bharatstudent.com**, states, "Bharatstudent.com epitomizes the progress and spirit of young India. We are proud to support a movement which brings cricketing greats together with aspiring young cricketing talent across India."

"Cricket has proven be a very successful vehicle in bringing people together and we at BharatStudent.com salute the spirit of the game", added Mr. Induri.

At the Edelweiss 20s Challenge, the eight teams would be led by the following internationally acclaimed players:

1. **Mumbai Champs : Brian Lara**
2. **Chennai Superstars : Stuart Law**
3. **Kolkata Tigers : Craig Mcmillan**
4. **Hydrebad Heroes : Chris Harris**
5. **Delhi Giants : Marvan Attapatu**
6. **Chandigarh Lions : Chris Cairns**
7. **Ahmedabad Rockets : Damien Martyn**
8. **Lahore Badshahs : Inzamam UI Haq**

**Mr. Himanshu Mody, Business Head, Indian Cricket League (ICL)** said, "Our pioneering effort with the twenty over format at the ICL has caught the fancy of the youth of this country who have been looking for fast paced entertaining cricket. I am sure our association with Bharatstudent as the team sponsor for Hyderabad Heroes, will be a fruitful alliance as both cater to the youth of this country."

All cricket lovers can watch the high-octane Edelweiss 20s Challenge on Ten Sports & Zee Sports. With a match every evening and double headers on specific week-ends, the tournament will have in total 34 matches. Each team will play against each other once in the league format, followed by semi-finals, third position classification match concluding with the best of three match finals.

### **Notes to Editor**

### **About Hyderabad Heroes**

With a history of producing some of the most stylish batsmen in the game, the Hyderabad Heroes is represented at the ICL by the supremely talented prodigal batsman Ambati Raydu. The strength of the side lies in the internationally acclaimed all-rounders of the likes of Abdul Razaq, Chris Harris & Nick Boje & ideally suited for the twenty over format. The signing of South African international Justin Kemp known for his explosive batting in

crunch overs in the international circuit makes him one of the most exciting players plying his trade at the ICL.

With domestic players like left hander Shashank Nag & medium pacer Kaushik Reddy coming good in the recently concluded ICL 50s, the Heroes will prove to be tough opponents for rival sides at the Grand Championship.

### **AboutBharatstudent.com**

With over 3 million registered users, Bharatstudent.com has emerged as India's largest youth community platform. Not just restricted to social networking, Bharatstudent.com has immense utilitarian value and is focused on addressing all the key concern areas of the Indian Youth whether personal or professional.

Bharatstudent.com's flagship service "Study Abroad" aims at providing a one stop end to end solution for all Indian students wishing to pursue overseas education. Currently Bharatstudent.com counsels over 150 students daily.

In an era of user generated content, Bharatstudent.com's BLOGS and Campus TV offer the only platform exclusively created for the youth and student community to connect, interact, share ideas, movies, clips, and discuss concerns with their classmates, friends and peers.

Further adding to its services, Bharatstudent.com is shortly launching India's first fresher jobs service dedicated to nurturing careers of the millions of new graduates every year.

### **About the Indian Cricket League (ICL)**

The ICL aims to achieve the right combination of international and promising domestic players for every regional team to make ICL as the most competitive domestic league in the country. It involves identifying talented young players from all over India and providing them a platform to harness their cricketing skills to the best of their potential. Another forthcoming initiative of ICL will be to set up a nation-wide infrastructure (cricket academies) equipped with state-of-the-art facilities. These academies will be headed by international & domestic coaches who have revolutionized the game.

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