

Hyderabad Cricket Association and Coca-Cola India Launches Coca-Cola Cricket Cup, Inter School Under-16 Cricket Tournament in Hyderabad

~ Initiative to promote grassroots cricket and identify promising cricketing talent from the State~

- *Partnership takes forward Coca-Cola India's commitment to promote a sporting culture and healthy active living in the country.*
- ***Beginning 12th August 2013, Hyderabad will witness some great cricketing action involving participation from leading Under-16 cricket teams; Wesley Junior Boys, Boys Town High School, St. Peters & Cal Public School etc.***
- ***Winners of the Hyderabad Finals to be awarded a MEGA prize of Rs.50,000/- while the runners up team to get Cash prize worth Rs.35,000/.***
- *Entire program to be mentored by former Test Cricketer Saba Karim.*
- *Initiative involves **coaching clinics, sports medicine, international exposure and training for selected cricketers.***

Hyderabad 8th August 2013 : Hyderabad is all set to witness some exciting cricketing action as Coca-Cola India, the country's leading beverage company, today rolled out the Coca-Cola Cricket Cup Under-16 school cricket tournament in partnership with Procam International. Cricket has enjoyed a prominent position in the sporting history of Hyderabad, which has produced a number of skilled cricketers, who have gone on to achieve great laurels at the National level. To continue unearthing great cricketing talent from the state,

Speaking about the initiative, **Mr. Gaurav Chaturvedi, Zonal Vice President – Andhra Pradesh, Hindustan Coca-Cola Beverages Pvt. Ltd.** said, "It gives us all at Coca-Cola, immense pleasure and a great sense of satisfaction to announce the launch of Coca-Cola U-16 Cricket Cup tournament in Hyderabad. It will give the state's talented young players an opportunity to showcase their talent, get identified at the grassroots level and groomed to go on to play bigger league games in the future. The Coca-Cola System in India has always believed in promoting healthy, active lifestyle through sports. We believe that India has great sporting talent. Some of the best sportsmen have come from the most unassuming of places, and it is our endeavor to give this talent a platform with robust grassroots initiatives like the Coca-Cola U-16 Cricket Cup. We are excited about the launch of this tournament in Hyderabad and look forward to engaging the talented young cricketers from the state through this program".

The Coca-Cola U-16 Cricket Cup is an Inter-school grass root level cricket initiative to discover budding cricketing talent in the country. The program is open to all young

cricketers in the age group of 12-16 years. This year the tournament will be played across 10 states in close to 70 districts involving more than 11,000 young players from more than 780 schools across the country. **The winner of the Hyderabad leg will represent Hyderabad at the Inter State Challenge.**

Speaking about the initiative **Dr. M V Sridhar, Hon. Secretary, Hyderabad Cricket Association** said "That this is a great opportunity for the Under -16 School Cricketers .The fact that they will be attending a coaching camp and the 3 from the coaching camp will go to the UK for a month long program is a great opportunity for the boys .

The Hyderabad leg of the Coca-Cola Cricket Cup will involve participation from leading under-16 cricket teams from over 64 schools with matches being played at the Gymkhana Grounds & other grounds throughout the city. The tournament will commence from the 12th to 28th August 2013

The tournament will be played in two formats - the first one on knock out basis consisting of four groups - each group consisting of 14 teams and the second one called super league will be consisting of 8 teams comprising of the last year's winners & runners up and six HCA school teams.

From the knock out tournament, eight teams (two top teams from each group) will qualify to play in the super league making a total of 16 teams in the super league which will be played on league-cum-knock out basis.

Also Speaking about the initiative, **Mr. P.N Sankaran, Director Operations, Procam International**, said "We are delighted to have Coca-Cola India as our partners for the 3rd season of the Coca-Cola U-16 Cricket Cup. Coca-Cola's support for sporting events is well documented, this partnership will enable us to encourage young cricketing talent in the country and serve as an ideal platform to promote grassroots cricket, identify promising talent and groom the country's next generation of International cricketers. With India's vast population and geographical spread, it is not easy for talented players to find the right platform and emerge into the spotlight. The Coca-Cola U-16 Cricket Cup aspires to be that platform for every deserving cricketer so that great talent never goes unrecognized".

The teams and players performing well will stand a chance to win prizes at each stage post the semifinal round. The 4 semifinalist will be given special mementos.

The winner & runner up of the Hyderabad leg will be awarded prizes worth INR 50,000 and INR 35,000 respectively.

More About the Coca-Cola U-16 Cricket Cup

The Coca-Cola Intra-State Challenge will be played in Mumbai, Delhi, Hyderabad, Andhra Pradesh (all 13 districts), Punjab (six major districts and 14 minor districts), Baroda, **Tamil** Nadu (Chennai city and 6 districts), West Bengal (Kolkata & 18 districts), Uttar Pradesh (Lucknow and Kanpur), and Madhya Pradesh (Indore, Gwalior, Sagar & Rewa). The format of the Coca-Cola Cricket Cup has been structured to begin with the Intra-State Challenge, which will be open to all schools in the respective cities and districts. The centers that have more than one city or district will play their own inter-district before one winner emerges from each state. **The winners from the ten states will feature in the Inter-State Challenge. The National winners will take home Rs.100,000/- and the Runner Up will get Rs.70,000/-**

Coca-Cola Cricket Cup's Vision

BCCI over the past several years has done a tremendous job of enhancing the growth of cricket in India. They have done so by adopting a result oriented approach of organizing age group tournaments all over the country through their state associations.

This has helped immensely in carving out talented individuals on a regular basis. Most of these cricketers have moved ahead and have brought laurels for their states and the country.

Seeing the vast potential and growing popularity of this game, Coca-Cola India has a vision of facilitating BCCI in their quest to tap talent. We believe that the future of Indian cricket lies in these young talented budding cricketers. We intend to provide a perfect opportunity and platform to all the youngsters across the country to showcase their talent, skill and equally important, pride and loyalty to their school. It gives BCCI and their affiliated state units a brilliant arena to scout for potential match winners.

We hope that this initiative will serve as an ideal platform to identify and nurture young talented cricketers for them to be able to get noticed by the state associations and BCCI to represent the country on an International level.

About Coca-Cola India

Coca-Cola in India refreshes millions of consumers throughout the country with an exciting range of beverages including Coca-Cola, Diet Coke, Thums Up, Fanta, Limca, Sprite, Maaza, Maaza Milky Delite, Minute Maid Pulpy Orange, Minute Maid Nimbu Fresh, Minute Maid Mixed Fruit, Minute Maid 100 % juice (Minute Maid Apple, Minute Maid Orange, Minute Maid Grape), Georgia, Georgia Gold, Kinley, Kinley Club Soda and Burn through a network of more than one and a half million outlets. The Coca-Cola India system has invested more than US\$ 2 billion in its Indian operations and provides direct employment to more than 25,000 people. For more information and details on the company's Indian operations please visit:

www.coca-colaindia.com and www.myenjoyzone.com

About Procam International

In 1988, with a vision to provide a more holistic spend to the advertising rupee and a burning desire to ameliorate the prevailing professional standards for sportsmen, Anil and Vivek B. Singh created Procam International.

At a time when sports was considered the private domain of federations, who ran it as their personal fiefdoms, two people dared to dream large dreams and stand up for what they believed in.

Procam International is today a full-fledged sports management company, involved in the promotion of national and international sporting events, sports consultancy and live television programming.

Procam International has based its corporate philosophy on an open culture, with an emphasis on values and integrity. Procam International has promoted and conducted over 45 world events, which have elicited player participation of the highest caliber, as well as huge public interest.

The Standard Chartered Mumbai Marathon, the Airtel Delhi Half Marathon and the TCS World 10K in Bangalore are three of the most prestigious distance running events in the world. They are accredited by the Association of International Marathons (AIMS) and certified by the International Association of Athletic Federations (IAAF) as Gold Label events.

This has established Procam International as the leading sports events creator in India. Its professionalism, attention to detail and dedication has won it the faith of its sponsors and partners.

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