

Franchisee makes Bopara dance to its tune

Brett Lee, Yusuf Abdulla Join Preparatory Camp At PCA

TIMES NEWS NETWORK

Chandigarh: With England's Ravi Bopara and Australia's Brett Lee joining the week-long preparatory camp at PCA Stadium, Mohali, on Wednesday, Kings XI Punjab have finally managed to shepherd its stock well before the start of the Indian Premier League-III.

Ironically, Bopara, who was

IPL-III

on Sunday quoted as saying IPL is not worth risking his life for, even braved a Bhangra jig in a promotional event for a soft drink company that harps on daredevilry and conquering fear.

Three days ago, even a thought of coming to India made the Kings XI shining knight do the dew, but now in India for IPL-III, the Kings XI player's temerity has vanished in thin air. But so has his eloquence!

Bopara had stunned the cricketing world with his eloquence but the swiftness with which he ate up his words



Ravi Bopara (centre) is back for Indian Premier League-III

was even more stunning. Only if Ravi Bopara had faith in his conviction. In turn, Kings XI CEO Anil Srivatsa tried to bury the hatchet by saying: "Ravi Bopara never made those comments."

As far as accounts are concerned, the franchisee has been claiming to break even by the year 2011 but this year the sales pitch has shifted its focus to bring more spectators into the stadium.

"It is important that more and more players come to the stadium to watch their teams

play. That will increase the revenue and foster loyalty for their team," Srivatsa said. With or without cheer girls, what an average spectator expects from an IPL match is exciting cricket and full value for his money, in other terms, loads of entertainment. "This time the entertainment is going to be three times more than the earlier editions," Srivatsa claimed, adding: "We have already chalked out various promotional activities to promote the team and create a fan

base. There will be road shows and promotional activities through radio and television to lure more people to the ground so that more people come," he said.