

Indian Badminton League announces **Vodafone as Title Sponsor**

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NEW DELHI: The [Indian Badminton League](#) (IBL) organisers today announced telecom major [Vodafone](#) India as the title sponsor of the USD one million event, starting August 14.

"It's a matter of pride for Indian Badminton League today that Vodafone India has decided to promote the League and this association will take BAI and Sporty Solutionz's attempt to promote Badminton in India to the next level," said Ashish Chadha, CEO, Sporty Solutionz, the commercial partner for IBL.

"Keeping in mind Vodafone India's past association with sports, it gives us the confidence that they will even guide us with their valuable experience through this initiative," he said.

Speaking on the association, Vivek Mathur, [Chief Commercial Officer](#), Vodafone India said: "Vodafone has a strong association with sport in India. We see a great initiative in the Indian Badminton League. Badminton is a sport that most Indians associate with and we see this as a paradigm shift in the [sports entertainment](#) industry."

Speaking on this occasion, Dr. Akhilesh Das Gupta, Badminton Association of India President and MP said, "We welcome Vodafone to the IBL family. We look forward to a strong and successful association and their presence will add goodwill to the League."
