



BADMINTON ASSOCIATION OF INDIA

(Affiliated to the Badminton World Federation and Badminton Asia Confederation)

PRESIDENT

V.K.VERMA
9TH FLOOR,
NDCC BUILDING

YONEX-SUNRISE BADMINTON ASIA CHAMPIONSHIPS 2010

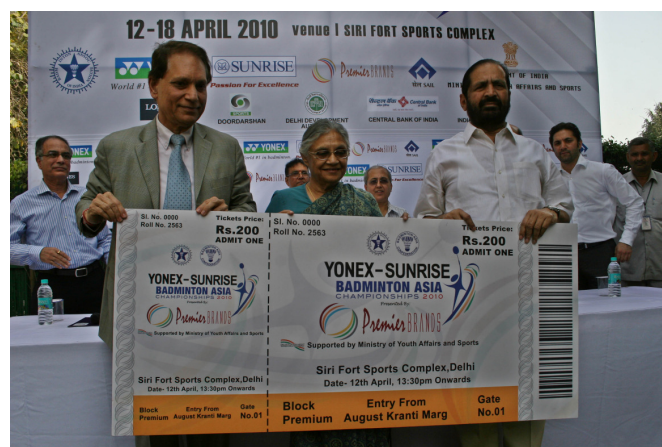
Presented By:
Premier BRANDS



TREASURER

RAJENDER KALSI

PRESS RELEASE



Mrs. Dikshit and Mr. Kalmadi launch ticket sales for Delhi's biggest badminton event since 1982

Badminton is a game that draws Women also in large numbers – Sheila Dixit

Our Games Village is better than the Olympics & Our Infrastructure is World Class – Kalmadi

NEW DELHI, March 30, 2010: Chief Minister Mrs. Shiela Dikshit and Organising Committee Commonwealth Games 2010 Delhi Chairman Mr. Suresh Kalmadi, MP, today launched the sale of tickets for the Yonex-Sunrise Badminton Asia Championship to be held at the state of the art DDA Siri Fort Badminton Stadium from April 12, 2010. It is the biggest badminton competition in the Capital since the 1982 Asian Games.

Mrs. Dikshit said she was confident the event would draw full houses, especially since India's own Saina Nehwal is a big draw. "Last month, Delhi showed it loves top notch sporting events by supporting the FIH World Cup hockey and the Commonwealth Boxing Championships. I am sure that the Badminton Asia Championships, featuring a lot of leading names, will also draw a terrific response," she said.





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Mr. Kalmadi said he expected the Badminton Asia Championship to be a roaring success. "Badminton Association of India hosted the World Junior Championship in Pune and the World Championship in Hyderabad successfully. By bringing the Asian Championship as the test event for the Commonwealth Games 2010 Delhi, BAI has ensured that the sport stays in the public eye," he said.

BAI President Mr. V. K. Verma pointed out that the ticket prices were pegged really low. "Given the fact that the world class players will be competing for honours in the event, we have pegged the ticket prices really low," he said. "The prices for the tickets will be only Rs. 50/- for the first two days, Rs 100 for the next two days and Rs. 150/- to Rs.500/- for quarter finals to finals. VIP tickets will be priced relatively on the higher side.

www.bookmyshow.com has been identified as the official ticketing agency. Tickets can be booked online by logging on to www.bookmyshow.com from 4.00 p.m. on Tuesday, March 30, 2010. The agency will setup a call centre (011-39895050) and will send SMS/e-mail alerts for updates on the Championship 2010. Tickets will also be available for purchase at Café Coffee Day outlets near Siri Fort Sports Complex and across major areas in Delhi. CCD outlets at the following locations will have tickets for sale: Gargi College, Chanakyapuri, Greater Kailash I M-Block Market, Greater Kailash II M-Block Market, Lajpat Nagar, Ansal Plaza, South Extension II, Rajouri Garden, Connaught Place Inner Circle and Galleria Market (Gurgaon).

Regards,

ASHOK KUMAR, IPS

Chairman Media Committee

Badminton Association of India

