

VIRENDER SEHWAG JOINS HANDS WITH MADISON WORLD'S PMG

Adding new wings to its flight, PMG ropes in swashbuckling Indian cricketer Virender Sehwag to kick-start its 'Sports Celebrity Management' vertical to achieve greater heights in the sports marketing industry

Mumbai, India SUNDAY, OCTOBER 31, 2010: **Professional Management Group (PMG)**, India's first sports marketing company chaired by legendary cricketer **Sunil Gavaskar** and co-owned by Adman Sam Balsara and Outdoor specialist Noomi Mehta, has roped in **Virender Sehwag**, arguably the most devastating and explosive batsman in world cricket today, for a period of five years to kick-start its '**Sports Celebrity Management**' vertical. PMG will now exclusively be looking after Sehwag's brand endorsements and other commercial commitments worldwide with a special focus on image building and reputation management.

PMG is an established player in the sports marketing industry in India and specializes in syndicated articles, awards, ratings, consulting and sponsorship of sporting events and properties. Having recently celebrated its 25th anniversary, PMG is now looking at the future and aiming to continue being a pioneer in an industry that will see tremendous growth and activity in the next few years. Entering the realm of '**Sports Celebrity Management**' is a step that will see them take a giant leap towards achieving this goal and what better way to start than by signing one of India's brightest sporting stars, the man we fondly call **Viru**.

On this important step for the company, **Sam Balsara Director, PMG and Chairman Madison World** said, "We are delighted to have a phenomenon like Sehwag on board. He is the epitome of aggression, confidence and resilience, has had a remarkable career and the best is yet to come. These attributes have helped him find his rightful place among all-time cricketing greats. These are the very same qualities which today's brands want to project to find respect and admiration among their target audience and therefore I am confident that there will be many brands who will want to associate with him and benefit from this association."

The man himself looks forward to a fruitful association with PMG. "I am very excited to have signed the deal with PMG. PMG since their inception have always done remarkable things for Indian sports & sportspersons. I am also elated that, I would be working with my childhood hero Mr. Sunil Gavaskar. And I am sure we are going to have a great partnership working together." said the dashing **Indian opener Virender Sehwag**.

With the 2011 ICC Cricket World Cup coming up soon in the sub-continent, collaboration between these two giants in the field of sports will mark a new high in the strongly emerging sports marketing discipline in India and give brands new opportunities to maximize their impact on consumers and help connect with them.

Speaking on the occasion **Melroy D'souza, Chief Operating Officer, PMG** said, "Viru already is a very popular figure among the fans of the game all over the world. Brands recognize the appeal that he

enjoys and the fact, that he is a non-controversial, simple and honest cricketer and a good human being who speaks his heart out. Our aim will be to enhance this appeal that among existing fans, create new fans across geographies and provide brands an effective medium to reach out to their prospective customers”.

This whopping deal puts Virender Sehwag amongst the league of the richest cricketers in world cricket today.

About Professional Management Group (PMG)

PMG was the brainchild of former India cricket captain Sunil Gavaskar and his dear friend and adman Sumedh Shah way back in 1985. Since its inception, PMG has pioneered a lot of ‘firsts’ in the context of Indian sports industry. In 2007, the reins of the company were handed over by Mr. Shah to Mr. Sam Balsara of Madison World and Mr. Noomi Mehta of Selvel . After 25 years of working and changing the outlook towards sports in our country, (it celebrated its silver jubilee on the 15th of October) it now looks to reach new and greater heights .

About Virender Sehwag

Very few batsmen in the world of cricket are gifted with talent as Virender Sehwag. His hand-eye co-ordination enables him to score runs with ease. His simple approach towards batting has yielded him thousands of runs in international cricket. **Recently awarded the ICC Test player of the year.** His sheer presence at the crease sends shivers down the spine of the bowlers. He is also the only Indian to be named the **WISDEN LEADING CRICKETER OF THE WORLD (2008 & 2009)**. He is also one among only 3 batsmen to score 2 triple hundreds in Tests. He also holds the record for the fastest ODI century by an Indian (60 balls). His is straight talking, and at the same time non-controversial. It’s his humility that makes him so lovable world over.

