

## IPL ticket sales yet to take off in big way

With just five days to go for its inaugural match, ticket sales for the Twenty20 cricket tournament of the multi-million-rupee Indian Premier League (IPL) is yet to take off in a big way.

Only a handful of teams have started sales of their tickets while others are still pondering on a suitable date.

The hype generated by inaugural IPL has already added to the excitement of fans who would be eager to see the international stars rub shoulders with national and domestic players in a unique format.

But it seems they will have to scamper for tickets at the last minute.

Various franchises have kept the ticket prices as low as Rs.50, which will allow even the common man to witness the T20 tournament. The franchises, though, have done little to publicise the mode of sales.

The matches start at timings varying from 2 p.m. to 8 p.m. and play is expected to end after midnight. Soaring heat and odd timings of the matches will definitely be factors that spectators will consider before booking their tickets.

Deccan Chargers of [Hyderabad](#) were the first to start ticket sales Friday, followed by King XI Punjab of Mohali Saturday. [Mumbai](#) Indians also started the online sale of their tickets from Sunday.

'We are glad to announce the sale of tickets online and we look forward for the public to extend their support for the Mumbai Indians. The Mumbai Indians team has a great mix of iconic international players and talented youngsters,' said R. Balachandran, president and chief marketing officer, Reliance Retail.

But other franchisees are yet to announce dates of their sales, which is sure to create some confusion among the spectators.

All franchises have adopted different tactics to lure the spectators. Deccan Chargers will provide free refreshments to all spectators. Fans would also be treated to a variety of exciting entertainment shows and fireworks at the venues.

Deccan Chargers have also announced a lucky draw scheme. Every ticket will carry a coupon for a chance to win fabulous prizes. These include a Mercedes Benz, seven Maruti Swift cars, 35 Yamaha motorbikes and 35 colour televisions.

Team owners are also going out of their way and selling tickets themselves. Kings XI Punjab's co-owner Preity Zinta and Australian paceman Brett Lee personally sold tickets and autographed them as well.

( © IANS / India eNews)