

TELiBrahma partners with Royal Challengers Bangalore IPL to enhance the cricket experience for the spectators within Chinnaswamy Stadium, Bangalore

TELiBrahmaConvergent Communications in association with Sportingmindz is partnering with Royal Challengers [Bangalore](#) IPL to enhance the experience spectators carry when they cheer for a cricket team. The experience is extended to the audience who will receive real time match linked information on their mobile handsets within the Chinnaswamy Stadium during, Royal Challengers IPL cricket matches starting from April 18th onwards.

The cricket fans at the stadium will receive Mobile Flashing upon activating the Bluetooth application on their mobile phones. They will receive content related to the forecast of the match, pitch report, team composition, video clips, trivia and updates at every turn of the event at the match. (pls., find the complete list of offerings below). Sportingmindz as a partner will provide the analytical content.

'The content will be exclusive to Royal Challengers and will be a huge gratification for viewers. The offerings include pre-event promotions and we intend to build a mobile fan club exclusive to Royal Challengers', said **Mr. Narasimha Suresh of TELiBrahma Convergent Communications**.

The Bluetooth infrastructure would also provide a unique opportunity for brands to have an extended presence in the IPL stadium by branding the mobile content and match linked information pushed to the handsets of the users at the stadium.

'We are talking to brands with national footprint as well as local retailers, Royal challengers, Blackberry and Canara Bank are some of the major brands who have confirmed and would be using the Bluetooth infrastructure to maximize the mobile advertising opportunity at the stadium', **added Mr. Narasimha Suresh**.

Content and Mobile flashing's provided to the user's mobile phones -

Welcome kit: Welcome kit is delivered to all the users who would turn on the Bluetooth. The kit includes graphically rich content like - curtain raiser for the match that includes pitch report, captain speaks, what experts say and more. The users would also receive greetings for the Royal challenger's team.

Updates: Mobile updates at the turn of the events during the live match, like Bowler pitch mark, Wagon wheel, Partnership/ scoring patterns and more.

Rich videos: Videos delivered include - Wicket packages, Best shots, what we saw in the crowd etc..,

Trivia: Interesting information based on the cricket, IPL and players would be delivered to consumers.

Mobile brochure: Delivered to all the users who walk in to the stadium which consists of , Profile of all the players, Fixtures and Highlights of previous matches.

Mobile Contests inside the match: Examples include, Player of the team, best dressed spectator

and moment of the match.

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