



T VENKATRAM REDDY

Chairman

Dear Mr Manohar and Mr Modi,

I have received a copy of a letter , from BCCI Honorary Secretary, N Srinivasan to Andrew Wildblood of IMG in which the Hon. Sec. states that BCCI is terminating IMG's arrangements with BCCI for IPL. Notwithstanding that as we are led to believe there is a legally binding contract in place, there are a number of critical factors that deeply concern the Deccan Chargers owners and these are as follows:

1) IMG is recognised as the leading company in the world in the business of sports and events marketing and management. Having these experts involved in all areas, has been fundamental to the phenomenal success of the IPL. IMG's ongoing involvement and management remains critical to the continuation and escalation of that success.

2) Our company bid for the Franchise on the understanding that IPL would be a professionally managed and operated modern cricket league with BCCI using the best global resources available to guarantee that commitment. Everything that IMG has done in respect of creating, commercialising and executing IPL is consistent with that guarantee. To terminate IMG now is contrary to BCCI's commitment and not in the interests of its most important stakeholders-the Franchises.

3) Without IMG's commitment, professionalism and expertise it is quite clear that the IPL move , in extraordinary circumstances, to South Africa could not have been managed. An unsuccessful IPL 2 would have also meant the loss of IPL's momentum following the success of IPL 1 and this would have had grave negative consequences for the stakeholders and the league itself. Far from dismissing IMG , seemingly without cause, BCCI should be actively thanking them for their extraordinary achievement which is uniformly acknowledged by all stakeholders, the media and many outside observers.

4) IPL is recognised as exceeding the benchmarks that are required to deliver a modern sporting event. It is simply bad business to jeopardise the extraordinary momentum of the IPL by dismissing its principal architects and in so doing not only risks the league itself but also the investment and interests of the stakeholders.

IMG's involvement and expertise in 2009/10 will be critical as the IPL addresses a number of issues that will have far-reaching consequences for the IPL and the eight franchises - namely the planning and execution of the expansion franchise process and also of the player contract arrangements post 2010. IMG's work in designing the framework, developing the investment model and producing the documentation for the original franchise sale was exemplary and facilitated a result that both exceeded all expectations from a financial perspective but was also fair to all parties. We at the Deccan Chargers are extremely concerned that the sale of the new franchises enhances the value of our franchise. The innovation and attention to detail in the player arrangements (from the player contract through the various player auctions and the various trading regulations) demonstrated by IMG was critical to the success of the league. The challenge of striking the right balance between the various interests of the franchises (both existing and the new expansion ones), the players, the other international boards and the BCCI/IPL will require the expertise, rigour and lightness of touch that IMG has already demonstrated.

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5) There was absolutely no discussion with the Franchisees prior to the issuing of this termination notice. There was a Franchisee meeting on August 26th in Mumbai. Why was this not raised ? IMG is not simply a "vendor" but rather is a Pillar upon which the IPL has been built . The BCCI action shows an arrogant disregard for the point of view of the stakeholders, who collectively pay the BCCI some \$75m annually.

6) The termination of the IMG contract will surely cause great concern to the non franchise stakeholders including broadcasters and sponsors who have also signed up to the IPL on the basis of it being to delivered to the very highest of standards. We assume that no canvassing of their views was taken either?

7) IPL is not just an Indian event it is an international event with global exposure. Media coverage of the IPL and its extraordinary success in a short time have appeared all over the international media. This should be a source of great pride both to BCCI and to the country itself. IMG's key role in this success is noted in the media and BCCI's correct decision to hire IMG to conceive and deliver IPL is also acknowledged. BCCI's move to terminate has damaged the reputation of BCCI, Indian cricket and indeed the country itself. IPL shows the world the new India in all its glory. The BCCI's action exhibits characteristics of which none of us can condone. in short BCCI's action brings the IPL, the BCCI and India itself into disrepute.

8) The decision to terminate IMG appears not to have followed any due process and there appear to be individuals involved who are in positions of conflict. The only thing that should matter is what is best for the IPL, not petty political posturing. If IPL is to remain at the forefront of world sporting events and continue to grow and deliver value to all stakeholders then clearly IMG's continued involvement is critical.

We urge the BCCI to reconsider its imprudent action immediately and resolve this issue with IMG in a manner that preserves there holistic position and involvement in IPL.

Regards

Ram Reddy

Chairman Deccan Chargers

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