



Mumbai Cricket Association

CRICKET CENTRE, WANKHEDE STADIUM, 'D' ROAD, CHURCHGATE, MUMBAI - 400 020.

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30th August, 2009.

My Dear Shashank

I am very disturbed to hear about the termination of IMG contract by the Honorary Secretary BCCI. Reading the contents of the termination I feel that this unilateral move by the BCCI will put the BCCI in jeopardy. Not only will this lead to a prolonged legal battle but it will also show us in bad light in Public.

When I was the Board President we had signed a 10-years agreement with IMG to conceptualize formulate and Implement a new League along with Mr. Lalit Modi and the same was approved at all appropriate levels. I always believed that the Board believes in continuity and undoing what was done consciously and in the best interest of Indian Cricket is neither desirable nor appropriate. IMG has been instrumental in the day-do-day operations of the league and as such are an integral part of the IPL. After season one of the IPL and its tremendous success, the IPL revenues went up beyond our expectations and as a result the payout to IMG was going to be quite large. We all had at that time agreed to renegotiate the contract with IMG as a result of this tremendous success. Mr. Shrinivasan along with IPL Chairman was entrusted with the Task of doing the same. They successfully concluded their negotiations and the same was tabled by the Honorary Secretary in the Finance Committee and whose minutes were thereby approved by the working committee on the 3rd of January 2009.

I am told that this matter was again raised at the last Governing Council Meeting of the IPL and some members again suggested we should come to a suitable arrangement with IMG. Further I understand issues regarding IPL were also being raised at the last working committee of the BCCI and you rightly told the members that the working committee is not the right forum for the same and such as they should raise the same at the next AGM.

In IPL there are many stake holders and as such anything we do that may jeopardize their investments will show BCCI in a bad light. With the overwhelming success of the IPL it is our duty to protect not only BCCI but also all its stakeholders. I got some calls and letters from some stakeholders. I am attaching a letter which I received from Shri. Mukesh Ambani. I want to bring on record my views and I hope you and the BCCI will take the right decision in the overall interest of BCCI.

Warm Regards,

Yours

Sincerely

Sharad Pawar
President Mumbai Cricket Association.

Shri. Shashank Manohar,
President BCCI, Cricket Centre, Mumbai.

Mukesh D. Ambani
Chairman & Managing Director

August 29, 2009

ACK -
SD
29/8/09

Respected Sir,

This is with reference to the letter written by Mr. N Srinivasan, Honorary Secretary of BCCI to IMG, which was forwarded by Mr. Lalit Modi to all the Franchisees.

IPL has been an amazing Indian success story, based on your vision and guidance. This was translated extremely well under your leadership by the IPL team and IMG. IMG has been an integral part of the IPL initiative, and as a franchisee, I will unhesitatingly vouch for their value-add in this initiative.

I am personally shocked at the unilateral decision of doing away with the services of IMG. We are only two seasons old, and we need the continued participation and support of the most capable partners globally to take IPL from strength to strength. It will be incredibly short-sighted if we treat a demonstrably committed and capable partner like IMG in such an abrupt manner. Our credibility will get impacted if we treat our most significant partner, to date, in such a fashion.

It is also worrying to me that such a significant decision in relation to IPL has been taken without even so much as consulting the franchisees. I strongly believe that this decision, if taken forward, will destroy substantial value for all stakeholders, especially the franchisees, and dilute the success of IPL in the coming years. This season is just the third year, and I will strongly recommend continuing with IMG at this stage. I am sure that the issues between IPL/BCCI and IMG can be resolved satisfactorily.

Can I take the liberty of seeking your personal intervention to facilitate this, so that all the stakeholders in the IPL – BCCI, Franchisees and IMG continue to build on the initial success and make IPL the most successful global sporting brand.

With respectful regards,



Mukesh Ambani

Shri Sharad Pawar
Mumbai