

**Mukesh D. Ambani**  
Chairman & Managing Director

August 29, 2009

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  
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