

Lotte Superskills: Testing The Skills of The World's Best Cricketers

New Delhi, India

Chris Cairns, the legendary New Zealand All-rounder, was in town to launch to **Lotte Superskills**. An event and TV programme where 15 top cricketers from all over the world assembled to play 2 days of hard fought cricket, to be crowned Lotte Superskills champions.

Teams from India, Pakistan , Australia, England, and the Rest Of The World, made up the competition, and top names like Sehwag, Sreesanth, Afridi, Katich, Razzaq, Atapattu, Justin Kemp etc tested their skills against men and machines.

Lotte Superskills is a TV cricket programme, that was initially conceived of by the late Pakistani coach, Bob Woolmer, and the last two editions had seen some fierce competition from players like Akram, Cairns, Dravid, Kaif, Petersien, etc.

According to Chris Cairns, who is the only player to be associated with all three editions of Superskills, the first as a player, and the other two as a presenter, " Lotte Superskills is hard fought. Players have a lot of pride and prestige at stake, and as a player who participated in the Event, I can assure you it's a real test f all-round cricket skills"

The event covers :

Power Drive:

The batsman is bowled a series of deliveries from a bowling machine. Points for the hitting the ball the farthest

Stroke Master:

All about how cleanly batsman can drive and push the ball into the gaps.

Wicket Speedster:

Batsmen run one, two and three runs. Points are scored for the fastest individual timed runs.

Deadeye:

The fieldsman chases and throws at stumps within a time restriction - accuracy of throws determine score.

Fine Line:

Most Accurate Bowler - Simple test to evaluate Line & Length . The ' Corridor of Uncertainty ' and THE PERFECT LENGTH make the event unique and competitive

Over the years, the concept has been honed and fine-tuned by Anthony Bouchier and Navroze Dhondy, ensuring that the gripping action lends itself well to great television viewing.

Title Sponsor Lotte, the Korean based confectionery giant which recently bought Chennai based Parry's , is looking at a 3-year association with this exciting cricket game format.

According to **K V Ramachandra, Managing Director, Lotte India**, " We were delighted when Creatigies approached us with this opportunity. Lotte Superskills is a perfect fit with our target group. Children and young adults would love the fast paced action, and the excitement of meeting top class world players. We plan to extend this to schools, and get a lot of ground activity around the event as well as the telecast"

The teams:

India : Virendra Sehwag, S Sreesanth, Suresh Raina
Pakistan : Azhar Mahmood, Abdul Razzaq, Shahid Afridi
Australia : Simon Katich , Travis Burt , Andy Bichel
England : Ed Joyce , Darymple , Sajid Mahmood
Rest of the World : Marvan Atapattu, Justin Kemp, Andre Adams

Umpire: Ian Harvey

Chris Cairns, who has been associated with all 3 Superskills events, was clearly of the opinion that this format has great potential, and can be developed as a great coaching aide by many schools, colleges, clubs and countries.



According to **Anthony Bouchier, MD, QGH**, the company that co-created and implemented the event, was happy with the 3rd edition. " Having top cricketers come back each time to play the Event, makes us believe that this format and skill concept has the potential to grow globally"

The other companies that have appreciated the value and partnered Lotte Superskills, are : Western Union, Canon, Boost, Pizza Hut, Club Mahindra , DYC , exchange4media & Power.

Navroze Dhondy, CEO, Creatigies Communications, who has been co-creating the event, and is the marketing associates of QGH, for Superskills over the years, said," having an aggressive brand like Lotte come on board is wonderful for Superskills. Lotte Superskills will raise the bar, and with more than 500,000 lakh outlets at ts disposal, Lotte Superskills will enter far more homes and minds than ever before. It's also very heartening to see so many other enlightened companies and brands partner Lotte Superskills, and maximising its value through concerted leveraging"

The programme will be aired as a 14 part weekly programme on Zee Sports and highlights / weekly round ups would be available on CNN IBN. According to Satish Menon, President , Zee Sports, " we are extremely happy to be the channel partner telecasting Lotte Superskills. It's a game show that we believe will get eyeballs that will benefit the channel as well as the sponsors of the Event"

Telecast : Preview shows: 5th & 12th October 2007

Telecast : Lotte Superskills: 14 episodes,
Every Friday 9.00pm, from 19th Oct, 2007 on Zee Sports



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