

**GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS AND SPORTS
(DEPARTMENT OF SPORTS)**

LOK SABHA

**UNSTARRED QUESTION NO.2578
TO BE ANSWERED ON 15.12.2015**

Indian Premier League

2578. SHRI P.V. MIDHUN REDDY:

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

- (a) whether it is a fact that the sponsors are opting out of IPL Cricket and if so, the reasons therefor; and**
- (b) whether the sponsors have openly stated that the game is in the disrepute, if so, the corrective steps taken in this regard?**

ANSWER

**THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR YOUTH AFFAIRS AND
SPORTS
(SHRI SARBANANDA SONOWAL)**

(a)&(b) Madam, BCCI has informed vide their letter dated 10.12.2015 that it is not true that Sponsors have opted out of IPL Cricket. M/s. PEPSICO was the title sponsor and they expressed their desire to withdraw and facilitated a new sponsor in VIVO Mobile instead of PEPSI. Further, BCCI has also informed that it is not true that sponsors have blamed that the game is in disrepute.

