



Mumbai Rockets partner with Vyoma to reach out to Mumbaikars and Badminton Fans

Mumbai Rockets content will be shown across the Mumbai Suburban Railway Network, Hyderabad and Bangalore -

24th December 2018: Vyoma Media, the country's leading out of home digital solutions company, is pleased to announce that they have been chosen as the exclusive Digital Outdoor partner for the Mumbai Rockets for this season's Vodafone's Premier Badminton League (V-PBL).

Owned by the Bombay Badminton Pvt Ltd, Mumbai Rockets, two-time Premier Badminton League finalists have shaped up an extremely competitive squad for the upcoming season. With some smart buys in their lineup, the franchise aims to go all guns blazing to break the jinx and lift their maiden PBL crown. The multi talented squad will be led by Lee Yong-Dae who is one of the most successful doubles player across the globe.

The tournament, which started on Saturday in Mumbai, is one of the top badminton leagues in the world. Its playing field features the top Indian and international badminton talent, including multiple Olympic Medal Winners.

All Mumbai Rockets and badminton fans can expect to see engaging content being played across the entire suburban network where fans will also get a chance to win tickets to see some of the matches.

Padamjit Sandhu, CEO Mumbai Rockets, said, "We wanted to reach out to all Mumbaikars in an innovative way which would not only be highly visible but also give badminton fans the opportunity to come out and support us and the league. In the first instance, Vyoma's displays which are spread across the city, will allow us to integrate and amplify our content in our most important market. We will also be reaching out to all fans across Hyderabad and Bangalore in the coming weeks. As a team, we're delighted that we're kicking off on our home turf and with the support of all Mumbai Rockets fans we hope to go one step further this year!"
