



## **Press Release**

### **eBay India partners with Kings XI Punjab to bring IPL merchandise to cricket fans worldwide**

*Celebrate the IPL spirit as you adorn yourself in fan gear!*

**Mumbai, April 20, 2009: eBay India ([www.eBay.in](http://www.eBay.in)), India's leading online marketplace, today announced a partnership with **Kings XI Punjab**, held and promoted by a consortium which includes, Industrialists Mohit Burman, Karan Paul, Ness Wadia and leading Indian actor Preity Zinta, to bring IPL merchandise to cricket lovers across the globe. Kings XI Punjab has set up a brand store <http://stores.shop.ebay.in/Kings-XI-Punjab-IPL> on eBay India providing fans with a one stop shop for all the great fan merchandise. eBay India is also powering the eCommerce channel for the Kings XI Punjab merchandise page on their website ([www.kxip.in](http://www.kxip.in)).**

Logging onto the popular shopping site eBay India from their computer, portable or handheld, fans from across UK, Maharashtra, Punjab and Gujarat have started buying KXIP merchandise in large numbers to cheer their favourite team. Sporty merchandise from KXIP includes innovative products like Car Flags, Fan Capes, Cheering Sticks, Optical Caps, Expandable banners, Mugs, badges and Collectibles allow fans to drape themselves, their desks or homes and even their cars to show their fan spirit.

**Ms. Deepa Thomas, Sr. Manager-Pop Culture, eBay India**, said that, *"We are excited to partner with Kings XI Punjab to power eCommerce for their official website. eBayers across the world can avail of a wide range of cool merchandise, autographed memorabilia & celebrity experiences. Cricket fever continues with eBay."*

**Marketing @ Kings XI Punjab shared** *"eBay India is one of the popular online marketplace and we are happy with this partnership. We hope that eBay India will serve as the most exciting platform for cricket lovers to get hands on their favorite cricket memorabilia. This partnership will certainly prove beneficial to all since we are now just a click away from our fans."*

So, here's inviting all die-hard cricket fans to log on to [www.ebay.in](http://www.ebay.in) to bid and win cool merchandise of their favorite team Kings XI Punjab.

#### **About eBay India**

**eBay India ([www.eBay.in](http://www.eBay.in))**, India's leading online marketplace, is India's biggest online trading community where anyone can sell or buy almost anything. eBay India is a trading platform offering auctions, fixed price and classifieds modes of person-to-person trading. There is a wide range of products listed on eBay India in an array of categories including Apparel & Accessories, Books & Magazines, Cameras & Optics, Cars & Bikes, Coins & Stamps, Computers & Peripherals, Consumer Electronics, Fitness & Sports, Health & Beauty, Hobbies & Collectibles, Home, Décor & Furnishings, Jewellery, Kitchen & Home Appliances. Mobiles & Accessories, Movies & Music, Musical



Instruments, Services & Real Estate, Tools & Hardware, Toys, Games & Baby, Travel, Tickets & Vouchers, Video & Computer Games, Watches and Everything Else. eBay India is a 100% subsidiary of eBay Inc.

### **About Kings XI Punjab**

#### **For further information, About Kings XI Punjab**

Kings XI Punjab is part of the eight competing teams promoted by the DLF Indian Premier League. It is held and promoted by a consortium which includes, Industrialists Mohit Burman, Karan Paul, Ness Wadia and leading Indian actor Preity Zinta. The team is led by Yuvraj Singh, who is also the icon player & captain. At the helm is Coach Tom Moody. The team is a heady mix of leading national and international players like Brett Lee, James Hopes, Shaun Marsh, Luke Pomersbach, Simon Katich, Kumar Sangakkara, Mahela Jayawardene, Burt Cockley, Ravi Bopara, Yuvraj Singh, Irfan Pathan, Sreesanth, R Powar, V.R.V. Singh, P. Chawla, Karan Goel, Uday Kaul, Wilkin Mota, Ajitesh Argal, Tanmay Srivastava, Sunny Sohal, Ryan Ninan, Ravikant Shukla, Ranadeb Bose, Vikramjeet Malik, Taruwar Kohli and Amanpreet Singh.

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