



LONDON JUNE '10 MUMBAI MARCH '10

PRESS RELEASE



One World have recently confirmed that they will be renewing their sponsorship of the Celebrasian events including the Masters Cricket and Asia Cup Polo.

The Masters Cricket is an annual exhibition match featuring great names of the game. Many of cricket's great players have participated including Kapil Dev, Arjuna Ranatunga, Courtney Walsh, Richie Richardson. It will be played on Thursday 17th June at Watford Cricket Club and this year will be supporting Mushtaq Ahmed in his testimonial year.

The Asia Cup Polo match is played at the Queen's polo ground Guards Polo Club and features teams from England and India. It is the society event in the Indian calendar in Britain and is held on Saturday 26th June 2009. The event has also recently been played in Mumbai as part of an annual event in both countries. **One World** joins **Christies, Royal Gems & Arts, Aspinall of London** and the **Westbury Hotel** as sponsors of the event.

One World Managing Director Atul Bhakta said 'In these times we find that those companies that continue to promote themselves have the opportunity to perhaps build greater market share. We enjoyed sponsoring the events in 2008 and 2009 immensely and wanted to retain our sponsorship of the Celebrasian events. Many of our clients have told us that it was one of the best days that they have had in many years and we think that is an important part of our customer service in thanking our clients.

As a global import-export logistics service provider we feel that the attendees are a good target audience and will help us to further build our business.'

'We are delighted that **One World** have continued their sponsorship for the third year. As a result of this partnership we have already been able to introduce them to a potential new business client who is also participating in the event.' Said Celebrasian Managing Director Neil Sen.

For hospitality enquiries to spend the day with the legends of cricket in the VIP Players marquee or within the Maharaja marquee at the Asia Cup Polo event please contact us on 0870 404 4100

The calendar of events for the festival and more information can be found at www.celebrasian.co.uk

