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Kerala Volleyball League formed

Our Bureau

Kochi, Nov. 3 On the lines of Indian Premier League, SportzConsult, a sports management firm in collaboration with the Kerala State Volleyball Association, has launched the Kerala Volleyball League (KVL), a professional volleyball tournament.

The event is to be held in Kozhikode during February 20-28, 2010. KVL will be the premier volleyball league in the country and will have six team franchises that will be auctioned to the highest bidder. All teams will play one another in a round-robin format over a period of nine days. Each team will have a combination of players from Kerala, outside Kerala, and the junior team.

All top professional volleyball players will participate. The event will feature Malayalam actor Mammooty as the brand ambassador and promoter for KVL.

Speaking on the occasion, Mammooty said sports and entertainment go hand in hand and KVL would become the next big blockbuster of Kerala.

For many years, there have been stray attempts at establishing volleyball as a professional sport in India. In order to take volleyball to the next level, SportzConsult and KVSA have joined hands to launch the KVL, which is the first effort in to bring visibility and prominence to the game in the State.

Kerala was chosen as the destination as it is home to Jimmy George, India's first professional volleyball player who popularised the sport in the State.

Mr Jitendra Joshi, CEO, SportzConsult, said KVL would seek to popularise the sport and also function as a catalyst in attracting and nurturing young talent, which would help shape the future of Indian volleyball. The matches would be telecast live with viewership across Kerala, India and West Asia.

Mr Charly Jacob, President, Kerala State Volleyball Association, said that KVL would create an atmosphere that benefit the players, coaches and fans of the game.