
IPL like Kerala Volleyball League from Feb 20 next year

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Kochi: Taking a cue from the highly successful Indian Premier League model, a Volleyball League is being launched in Southern Indian state of Kerala from February next year.

Like IPL, the Kerala Volleyball League (KVL) will be a competition between franchisees that will be auctioned soon.

South film star Mammooty will be the brand Ambassador and promoter of the KVL, which is being launched by SportzConsult, a sports management company in collaboration with the Kerala State Volleyball Association.

The first tournament will be held in Kozhikode from February 20 to 28, the organisers announced.

Mammooty said, "Sports and entertainment always go hand in hand and KVL will definitely become the next blockbuster of Kerala."

Jitendra Joshi, CEO, SportzConsult, said this initiative, would take volleyball to next level in this country.

"KVL as a powerful platform will not only revitalise and popularise the sport but will also function as a catalyst in attracting and nurturing young talent which will go a long way in shaping future of Indian Volleyball," he said.



The advertisement for Bharat Matrimony.com features the company logo at the top left, which includes the text "bharat™ matrimony.com" and the tagline "marriages are forever". Below the logo is a photograph of a man and a woman in traditional Indian wedding attire. To the right of the photo, the text reads "Find the person of your dreams just like they did!". At the bottom left of the ad, it says "Manoj & Heera Married on: 09-04-2009". At the bottom right, there is a prominent orange button that says "Register FREE" with a small information icon to its right.

KVL will be the premier volleyball league in the country and will have six team franchisees that will be auctioned to the highest bidder, Prof Nalakath Basheer, Secretary, Kerala State Volleyball Association, said.

The league will be held in a round-robin format over a period of nine days and the matches will be telecast live in India and Middle East.

Each team will have a combination of players from Kerala, outside Kerala and the Junior team, Basheer said.

Charly Jacob, President, Kerala State Volleyball Association, said it was time that volleyball received the attention it deserved.

"KVL would bring back the lost glory to the game not only in the state of Kerala but all of India. KVL will create an ecosystem that will benefit the players, coaches and fans of the game and it will help in the development of sports in Kerala," he said.

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

A large number of former international players, coaches and volleyball association members attended the function where the announcement was made regarding the launch of KVL.

Bureau Report