

## Vivek Oberoi cheers on Patna Pirates during the the final game of Mumbai round

•Written by amit bachchan•

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Never before has any new league managed to create a buzz as huge as that created by the Star Sports Pro Kabaddi League. The buzz and impact of Kabaddi league's opening night showcases the bond the sport shares with the people of the land where it has its roots.



The STAR Sports Pro Kabaddi League – an eight city franchise based league that portrays action packed 'Live' Kabaddi content in an uber-cool format receives an incredible start with over 22 million television viewers tuned in on the opening night. This data, when extrapolated to All India Universe, as per standard industry conversions, indicate that over 66 million Indians have watched the opening night games. This is 10 times higher than that witnessed in India during the opening match between Brazil and Croatia of the recently concluded FIFA World Cup which reached 2.1mn viewers (extrapolated 6.6 million viewers). (Source TAM CS4+ data).

This first-of-its-kind Star Sports Pro-Kabaddi league, since inaugural, has become one of the most talked-about events on social media. Pro-Kabaddi generated tremendous on-line conversations and was trending through the event and into the next day as well. In fact within 12 hours into the league, Star Sports Pro-Kabaddi and related conversations had received approximately 140 million impressions on Twitter and equally significant numbers in the form of Facebook activity.

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The conversation was sparked off by the influencers and celebrities present in-stadia – with the likes of Amitabh Bachchan, Shahrukh Khan, Aamir Khan, Sachin and others tweeting their experiences and the activation of the Twitter mirror “signature selfies” at the game. The excitement and online conversation soon spread to excited fans across the country reveling in the revival of the classic sport. The sentiment was overwhelmingly positive with over 90% highly positive comments and reactions. Even the Amul girl could not resist the charms of Kabaddi with the iconic, mirror of our times campaign headline “Kha-buddy...”.