

Everyone is having stake in ongoing IPL season-3

[Comments 1](#)

bishwajeetsinha 17 March 2010 11773 views

The ongoing IPL-3 has turned out into a Pandora box where every stake holder is having a pie in the cake. Even those are not benefiting directly is somewhat feeling associated with the matches either in the form of attachment with game, team or player. In totality the erstwhile 'idiot-box' has become the only 'intelligent' source of information with contents coming 'live' into own drawing room with all the family provided comfort. Now, the office meeting or friends gossip-addas are having changed schedule due to timing mis-match with day-night matches. No wonder today's cricket loving bridegroom may ask for change in 'Shubha-Muhurta' of wedding-reception time too.

The IPL has made its promoter Mr Lalit Modi a house-hold figure today, whereas the team owner franchisees has made real gold buy arranging matches at home venue with revenue being shared. The sponsors are having a field day both in ground as well as on the television, which even further promoted the concept of 'Ungli-cricket' much beyond the imaginary world of 'Zoo-zoos'.

But, with the limitation of four foreigner player in a match by any team has opened the much awaited opportunities for Indian player, who otherwise never get the chance to show his talent in front of thousand of spectator much ahead of selectors wisdom. Finally, the return of IPL from last season South Africa tour to major Indian cities has made it real 'host' by complete festive atmosphere around the stadium. The rest of the Indian citizens are happy with contents available in 24*7 news channel, blogs, youtube feed, iplt20.com website even after the completion of matches. So, no doubt the theatre owner has finally woken up to the challenges of cricket and instead of releasing new movies they had opted for much safer bet of simultaneously showing live IPL cricket without any commercial break with the technical collaboration with UFO distribution. So, enjoy cricket madness till 25 April'10 and much beyond that while waiting for World Cup fever.

bishwajeetsinha

BY BISHWAJEETSINHA

Missing Silchar youth body found at Naugachia

Assamese teen body found at Naugachia in Bihar

Battle of Titans with 'Political' touch

Nagaon witnesses 'road show' at election time

Nagaon DC announces LAC election schedule

ON THIS DAY

Assam Don Bosco University Celebrates 12th Convocation, Honors Outstanding Graduates

Marathon race organised in Durga Puja celebration

Humanitarian Response to the Flood Ravaged Communities of Assam by NEADS

Young greater adjutant storks rescued

October Dimasa Heritage Rally may boost touring bikers
