

## Mumbai Fighters enter WSB Arena, India on world map !

MUMBAI: Staying strong in the face of the controversy surrounding the World Series of Boxing, Transstadia Boxing India, the Indian franchisee of Aiba's professional boxing series, has officially launched the name and the logo of its team as 'Mumbai Fighters'.



The name and logo of franchisee was unveiled at the weekend after the inaugural Transstadia Sports Awards with the who's who of Indian boxing in attendance including, Dingko Singh (Asian Games 1998 Gold medal winner), Brigadier PK Murlidharan Raja (secy general IBF), Bhupender Singh Kaswan (vice president, IBF), Jay Kowli (jt. secy, IBF) Bollywood's original macho man and sports buff, Suniel Shetty, Udit Sheth, MD and CEO SE Transstadia Pvt. Ltd, besides former Indian hockey captain Dhanraj Pillay.

Commenting on the name for the boxing franchise, Sheth said, "The team name is quite apt and appealing for the Indian fans of boxing. In India, most of the boxers struggle their way through financial and social limitations. They become boxers fighting out the struggle with the punches of inner strength in pursuance of their dreams. Our team is made of such dreamers who can turn into doers. They are heroes, inspiration and symbol of courage for their fans. That's where we derive our team's name from - Mumbai Fighters."

Queried about the allegations of corruption levelled against WSB officials, Sheth brushed the controversy aside, saying "he was not bothered about the allegations", and was more concerned about building his WSB team.

According to a BBC Newsnight report, WSB COO Ivan Khodabaksh has accepted a "loan" from Azerbaijani government officials in return for promising two Gold medals for Azerbaijani boxers at 2012 London Olympics boxing competition, a charge vehemently denied by Aiba, which has formed an investigative committee to look into the charges.

Without disclosing much Sheth also mentioned that the company was in talks with several channels including sports channels, but has not finalised any broadcaster yet.

With the tagline "Dhishoom" synonymous with the sound of punches, this new sports property is expected to infuse fresh life into sports like boxing, which is one of India's leading medal hopes at London 2012.

TransStadia has already shortlisted 19 probable boxers recently, out of which 14 would represent the country in upcoming second edition of WSB starting November. The team will be unveiled to the media and country in mid October with bouts going on ground across the country between November and February.

In an interview with *SportzPower* last month, Sheth had said that the franchise has a target of 5-7 years to break-even. TransStadia will be investing close to Rs 500-600 million in training, facilities, events, boxers, and human resource. Besides, the franchise has committed \$5 million to Aiba for a 10-year period.

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