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Arzoo.com Signs Up Boxing Champion; Yatra Takes The Bollywood Route

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Nikhil Pahwa Jan 30, 2007 9:06 AM ET

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Sabeer Bhatia's travel portal, Arzoo.com will be sponsoring world boxing champion MC Mary Kom, according to a release at Agencyfaqs. The sponsorship amount has not been disclosed, but Mary Kom's travel kit will probably sport the Arzoo.com logo. Makes sense for a travel portal to sign up an international sportsperson, since they must travel a lot, right? Yatra.com has taken the Bollywood route - they've launched a promotional campaign around the movie Salaam-e-Ishq, with a co-branded TVC. Customers who book tickets via Yatra can get to meet some of those Bollywood stars from the movie. [release at Agencyfaqs]

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Bobby 02/01/2007 11:10 AM I think Other Sports apart from cricket requires such encouragement, I am happy that Arzoo.com has thought on those lines and i would like to congratulate them.

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