

## Southall Travel IPL Sponsorship Deal with Sky Sports

Travel company completes deal for 2017 Indian Premier League cricket

**London, United Kingdom, 05 April 2017:** Leading long haul travel company [Southall Travel](#) announces its latest major advertising and sponsorship campaign today, which will see the brand appear on Sky Sports during Indian Premier League (IPL) cricket matches throughout the 2017 season.

As part of its ongoing strategy to further raise brand awareness and following the success of its English Premier League football advertising campaign, Southall Travel has made another significant investment in its latest season wide advertising campaign, which will see the brand feature on live broadcasts, via Sky Go and Sky On Demand.

*The IPL is the most-attended cricket league in the world with Sky Sports covering all 60 matches, offering fans more than 250 hours of live action cricket.*

Southall Travel will appear in all Sky Sports live broadcasts of the IPL and on all repeat and highlight shows.

Jaymin Borkhatria, Sales Director at Southall Travel comments:

“This is another major step for our business and once again shows our commitment to raising our brand awareness throughout the country. We are delighted to be associated with Sky Sports which offers fans unrivalled coverage of this incredible league. We are confident this will have a positive impact on our brand and introduce our business to a new audience.”

### **About Southall Travel:**

Southall Travel was established in 1984 and is one of the largest travel companies in the UK. The company is a well-known brand for affordable travel deals in leisure and business travel to worldwide destinations. Southall Travel has [India](#) and [Indian Ocean](#) destinations, Australia/New Zealand, USA, South Africa, the Far East, and the Middle East as its bestselling destination. The company has an extensive range of special offers for budget flights and holidays, last minute trips, honeymoons, group travel etc. Headquartered at Iver, Buckinghamshire, the company operates around the clock customer service centre with lines open 24x7 on all 365 days of the year. Southall Travel is an ABTA bonded travel company and its ATOL licence (5553) issued by the Civil Aviation Authority provides complete financial protection for all flight-inclusive holidays.

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