



## MARRON MEDIA APPOINTED AS INTERNATIONAL SALES AGENT TO THE EVEREST PREMIER LEAGUE 2021

The Everest Premier League (EPL) has appointed Marron Media as its international media rights sales agent to the upcoming 4<sup>th</sup> edition of the Everest Premier League, set to be staged in Kathmandu from 25<sup>th</sup> September to 9<sup>th</sup> October 2021.

Marron Media will oversee the exploitation of the EPL's live and ancillary rights worldwide, excluding India and Nepal, where exclusive live rights are currently held by EPL Global Broadcast Partner and Host Broadcaster, Lex Sportel. The remit also extends to non-exclusive sponsorship sales; both for on-ground and broadcast packages.

The agency will take over international distribution with immediate effect and initiate dialogue with interested parties with the overall aim of broadening the EPL's reach and commercial revenue, and maximising fan engagement internationally.

Lara Richards, Co-Founder at Marron Media, said: "We are thrilled to partner with the Everest Premier League and bring such an exciting product to the market. The EPL is full of talented local players, mixed with stars from the international stage, and we are very glad to be involved in expanding its reach into new territories and showcasing the vibrancy of the EPL to the world."

Founder and CEO of the Everest Premier League, Aamir Akhtar commented, "It's a matter of pride that this edition of the EPL shall be broadcast worldwide. Thanks to Marron Media for partnering with us; Nepal cricket deserves the global attention and thus this platform will create stories for our potential growth."

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