MINUTES OF THE EMERGENT APEX COUNCIL MEETING HELD ON TUESDAY, 19TH MAY, 2026 AT 6-00 PM AT DR. B.C. ROY CLUB HOUSE, EDEN GARDENS, KOLKATA.

The following Members were present:

1. Mr. Sourav Ganguly – President
2. Mr. Nitish Ranjan Dutta – Vice – President
3. Mr. Bablu Kolay – Hony. Secretary
4. Mr. Madan Mohan Ghosh – Hony. Joint Secretary
5. Mr. Sanjay Das – Hony. Treasurer
6. Mr. Koushik Mukherjee
7. Mr. Vivek Lohia
8. Mr. Nav Ratan Jhawar
9. Mr. Surajit Lahiri
10. Mr. Ravi Todi
11. Mr. Joydeep Mukherjee
12. Mr. Avnindra Kumar Rai
13. Mr. Soumendu Chatterjee
14. Mr. Asis Chakraborty
15. Mr. Pranab Roy
16. Ms Mithu Mukherjee

Spl. Invitee: Mr. Vivek Ruia, Chairman, Finance Sub-Committee

Mr. Sourav Ganguly, President, presided over the meeting and extended a warm welcome to all members present.

He informed that this was a single agenda meeting relating to the Budget for Bengal Pro T20 League Season-3, which had already been placed and approved at the Finance Committee Meeting held on May 13, 2026 and further emphasized that the budget submitted by M/s. JSW for Season-3 was lower than that of the previous year.

Thereafter, the agenda items were taken up in sequence.

AGENDA 1: Projection and Finalization of Budget for Bengal Pro T20 League (Season 3).

The Chairman invited Mr. Chinmay Nayak, CEO of the Association, to appraise the members relating to the budget in detail and with clarity.

Mr. Nayak explained through a presentation that the total budgeted expenditure for the 18-day tournament window has been calculated at Rs.16.27 crores, considering the strategic focus on digital broadcast expansion and high-decibel marketing to elevate the league's profile.

Thereafter, he placed before the House a comparative analysis of the expenditure incurred for the 18-day Bengal Pro T20 League Season-2 vis-à-vis the cost optimisation for Season-3, explaining various heads under which the expenditure had either been reduced or enhanced. He elaborately explained the account heads where the expenditure had increased along with the reasons thereof. Mr. Nayak informed that the broadcast investment had increased from Rs.1.60 crores to Rs.2.90 crores due to the inclusion of Hotstar for Men's matches.

Regarding marketing, Mr. Nayak informed that Rs.1.00 crore had been allocated towards specialised creative agencies and PR activities to create awareness, with special focus on social media campaigns and social PR, including mascot deployment and fan engagement zones at Eden Gardens and JU Ground. He further informed that Rs.60 lakhs and Rs.75 lakhs had been allocated for Men's and Women's promotions and for the Opening & Closing Ceremonies respectively. He added that SG balls would be used in the tournament for which Rs.11 lakhs had been allocated, while an additional Rs.8 lakhs had been earmarked for uniforms for umpires, staff and commentators.

On an enquiry made by Mr. Vivek Lohia, the Chairman informed that reputed local commentators had been engaged for the tournament.

The Chairman informed Mr. Pranab Roy that Arivaa Sports (P) Ltd. had been discontinued considering the present status of the erstwhile managing partner.

Mr. Ravi Todi expressed his expectation that more spectators would attend the matches and suggested that the Association should focus on increasing audience turnout.

Mr. Pranab Roy requested the Chairman to invite school and college students to the matches and further suggested that IPL teams may be requested to send spotters to witness the matches. In reply, the Chairman informed that all necessary measures had already been taken in this regard.

Mr. Avnindra Kr. Rai proposed that agenda-related documents should be circulated one or two days prior to the meeting to enable members to understand the issues in detail. He also sought clarification regarding contracts, particularly the termination clause and whether there existed any clause requiring clients to deposit money before commencement of the tournament. He further asked for the projected profit and loss statement relating to the conduct of the tournament.

Mr. Ravi Todi stated that, at the initial stage, the Association should focus on the long-term prospects and protection of franchise value rather than immediate profitability.

The Hony. Secretary, Shri Bablu Kolay, opined that the Association should not focus on profitability from the tournament at this stage. He stated that the primary objective of the Association was to promote cricket and provide greater exposure to promising cricketers.

Mr. Ravi Todi further suggested that the Association should undertake initiatives to create awareness regarding the tournament in local areas and districts through innovative and creative measures.

The House unanimously approved the aforesaid budget.

AGENDA 2: Any other business with the permission of the Chair

A) The Chairman informed the House that a MOU has been executed between Shrachi Sports Endeavour Pvt. Ltd. and Tribes Communication Pvt. Ltd. sought association's approval for the formation of a consortium to manage the operate the franchise team 'Shrachi Rarh Tigers' in the ensuing Bengal Pro T20 League Season-3.

The House unanimously approved the said MOU.

B) The Chairman informed the House that Reshmi Group sought association's approval to change its name from 'Reshmi Midnapore Wizards' to "Reshmi NES Midnapore Wizards".

The House unanimously approved the said changes.

There being no other business, the meeting was called to an end with a vote of thanks to the Chair.

Bablu Kolay

Hony. Secretary

Chairman