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ICC tickets go online

Express Features

First Published : 30 Jun 2010 08:23:12 AM IST

Tickets to all the ICC Cricket World Cup matches being hosted by the Karnataka State Cricket Association are available on the official ICC website iccevents.yahoo.com, with KyaZoonga, India's first and largest movie, entertainment and sports ticketing company, being the official ticketing partner.

The tickets can be booked on the basis of the team or venue, or simply by looking up the entire tournament schedule using credit and debit cards and over the internet. Customers can then either pick them up at the counters at the venue or have them delivered by courier.

There are also packages such as Follow Your Team, Love Your City or Be A Great Host, which allow the customer to access a combination of matches to suit their preferences. Detailed instructions on how to buy, schedule information, package descriptions, as well as Frequently Asked Questions are available in the Official Ticket Guide published and distributed at the ticket launch. This guide can also be downloaded online.

The site has several innovative and customer-friendly features such as multiple currency options and View from the Stand, which allows customers to view the ground from the stand before they purchase their tickets.

"KSCA has a rich cricketing history and has hosted several International and domestic cricket matches. We are proud to once again host the upcoming Cricket World Cup matches. We want to ensure that the fans have a great experience starting from the ticket purchase to the viewing of the matches," said KSCA president Srikantadatta Narasimharaja Wadiyar.

"This is the first time that tickets are available almost nine months before the start of a tournament. We are thrilled with the various fan-friendly features in the website provided by KyaZoonga. The response to the sales has been tremendous and we are sure that all the residents of Bangalore will support India and also show up in large numbers for the guest team matches," said Brijesh Patel, the secretary.

"We are truly excited about working with the ICC, BCCI and KSCA. The World Cup is the final word when it comes to global cricketing competition and we are proud to have been appointed its Official Ticketing Partner. Cricket in the sub-continent is a fantastic experience and we are very excited about this once-in-a-lifetime opportunity of ticketing," said Neetu Bhatia, chairman and CEO of KyaZoonga.

For further details and to purchase tickets to the ICC CWC 2011, login to www.iccevents.yahoo.com.

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