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## **2018 FIFA WORLD CUP™ HOSPITALITY PACKAGES NOW ON SALE IN INDIA**

### **MATCH HOSPITALITY APPOINTS CUTTING EDGE AS EXCLUSIVE SALES AGENT IN INDIA FOR THE 2018 FIFA WORLD CUP RUSSIA™ OFFICIAL HOSPITALITY PROGRAMME**

MATCH Hospitality has confirmed today that India's leading sports events travel company, Cutting Edge Events, has been appointed as the Exclusive Sales Agent in India for the sale of the Official Hospitality Programme of the 2018 FIFA World Cup Russia™ and the FIFA Confederations Cup 2017.

MATCH Hospitality is the exclusive rights holder of the 2018 FIFA World Cup Russia™ Official Hospitality Programme and is the only company worldwide that has been officially appointed by FIFA to promote and sell, either directly or via its global network of sales agents, official commercial hospitality packages including guaranteed match tickets. The Company has successfully operated the FIFA Commercial Hospitality Programmes for the 2010 FIFA World Cup South Africa™ and more recently, the 2014 FIFA World Cup Brazil™, where over 290,000 commercial hospitality packages were sold, significantly surpassing the previous largest hospitality programme in international sports events.

**JAIME BYROM**, Executive Chairman of MATCH Hospitality, said: "We feel a tremendous sense of pride in the product range offered by MATCH Hospitality as FIFA's official hospitality rights holder for the 2018 FIFA World Cup Russia™. And we know that Cutting Edge are our best partners to open the door to an Indian travel market ready for the extraordinary experiences promised by this exceptional FIFA World Cup™ environment."

**MAYANK KHANDWALA**, President of Cutting Edge added: "Cutting Edge is honoured and privileged to act as the Exclusive Sales Agent of MATCH Hospitality in India for the sale of the 2018 FIFA World Cup™ Official Hospitality Programme in India and continuing to build on our ongoing association with MATCH Hospitality following on from the 2010 FIFA World Cup South Africa™ and the 2014 FIFA World Cup Brazil™".

"Cutting Edge has pledged to bring sports fans in India closer to the most coveted football competition in the world: by providing fans with a unique opportunity to purchase ticket-inclusive hospitality packages to the 2018 FIFA World Cup™, as well as offering a comprehensive range of travel packages including accommodation, transportation and sightseeing".

**PASCAL PORTES**, Chief Operating Officer of MATCH Hospitality, said: "India represents one of the most significant territories within our overall strategic sales operations for the FIFA Hospitality Programme. The size and potential of this market is such that we are extremely optimistic about the sales potential for our hospitality programme in 2018".

"We believe that the track record and calibre of Cutting Edge leaves them ideally positioned to market our exciting range of hospitality packages in India and they will no doubt carry on the excellent work that has been done in developing the awareness and appetite for corporate sports hospitality.



## **About the FIFA Hospitality Programme**

The FIFA Hospitality Programme offers clients guaranteed match tickets bundled together with a wide range of services such as facilities at the stadiums (including private suites, lounges and marquee tents), gourmet catering, preferential parking, entertainment and gifts.

For more details about the Official Hospitality Programme of the 2018 FIFA World Cup Russia™ please visit [www.fifa.com/hospitality](http://www.fifa.com/hospitality).

MATCH Hospitality, whose portfolio also includes other major high-profile sports events, is based in **Zurich** with offices in **London, Manchester, Moscow, Johannesburg** and **Rio de Janeiro**.

### **For more information, please contact:**

MATCH Hospitality AG [media@match-hospitality.com](mailto:media@match-hospitality.com)

To ensure football fans across India receive the first release of information on travel packages, they should register their interest by sending their requests to [sales@cutting-edge.in](mailto:sales@cutting-edge.in).

### **Cutting Edge Events Pvt Ltd.**

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