

## **Barcelona makes Indian connection with Nokia**

*Matt Cutler*

FC Barcelona has agreed its first major commercial deal with an Indian company by signing a partnership with Nokia India.

The agreement with the Indian arm of the Finnish telecommunications giant will see Nokia India become Barcelona's regional partner in the country. As part of the new deal, Nokia India has launched the 'Tiki Taka with Nokia Lumia' campaign in a bid to increase interest in the game and specifically in Barcelona within the country. The campaign will give 11 winners the opportunity to travel to Barcelona to meet the team's players and watch a game at the Nou Camp.

A Barcelona statement read: "With football now India's second most popular sport, the deal between FC Barcelona and Nokia India presents a great sponsorship opportunity with a prestigious international brand and strengthens the commercial connections in a region which has been identified as strategically important for our organisation. It also shows the great global interest our club creates, with companies throughout the world keen to associate themselves with the values and identity that FC Barcelona projects onto the international stage."

D. Shivakumar, senior vice-president of Nokia India Middle East and Africa, added: "Today football is gaining significant traction and the youth is following club football with a lot of enthusiasm. We believe that this association will bring fans closer to football and FC Barcelona like never before."

**Fonte: SportBusiness International. Disponível em:**

**<<http://www.sportbusiness.com/news/186524/barcelona-makes-indian-connection-with-nokia>>. Acesso em: 23 Oct. 2012.**

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