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Quess Corp to support East Bengal

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SPECIAL CORRESPONDENT
KOLKATA

East Bengal sought to overcome a deepening financial crisis by announcing a new tie-up with the business service provider Quess Corp on Thursday.

The new arrangement comes after the conclusion of the agreement with its long time sponsor Kingfisher.

The new tie-up is likely to revive East Bengal's preparations for the new season as the Bangalore-headquartered conglomerate formalised a joint-venture company – Quess East Bengal FC Pvt. Ltd. (QEBFC) – giving a big financial boost to the club.

The new deal gives Quess Group 70% shares in the newly formed company but the club and its investor will have equal number of board members – four each – in the decision making body.