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World Cup fever: Media & hotel stocks on front foot



A FRENZY AROUND the world's most-watched cricket tournament is lifting the hotel and media stocks, thanks to soaring room rates and higher advertisement spend, reports **Bloomberg**. Shares of Chalet Hotels climbed as much as 7.1% to a record high ahead of the Cricket World Cup 2023.

Lemon Tree Hotels and EIH has also traded higher recently. Other stocks that are deemed to benefit from the tournament include airlines and media firms. Shares of media company TV18 Broadcast, owned by Mukesh Ambani, rose as much as 6.4%. Television service provider Hathway Cable and Datacom have seen a jump of 4.3%.

