A PROJECT ON

A Study On Influence Of IPL On Fan Engagement

BY

Hitarth Chavan

SUBMITTED TO

Department of Sports Management

Nagindas Khandwala College of Commerce, Arts and Management Studies,

Mumbai - 400064

In partial fulfillment of the requirements for the degree of

Bachelor of Management Studies - Sports Management --

Sem VI

Academic Year 2023 – 2024

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DECLARATION

I wish to state that the work embodied in this dissertation titles

A Study On The Impact Of IPL on Fan Engagement. The dissertations carried out under the guidance of Dr. Deepak R Gupta in the academic year 2023 – 2024.

SIGNATURE OF THE CANDIDIDATE

1)

PLACE - Mumbai

DATE – 18TH March ,2024

Malad Kandivali Education Society's Nagindas Khandwala College of

Commerce, Arts and Management Studies (Autonomous)

Department of Sports Management

CERTIFICATE

This is to certify that **Mr. Hitarth Suresh Chavan** has successfully completed the Dissertation as a part of the Semester VI syllabus titles **A STUDY ON INFLUENCE OF IPL ON FAN ENGAGEMENT** on the life of working adults under the guidance of **Dr. Deepak R Gupta** during the Academic Year **2023-2024**

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ACKNOWLEDGEMENT

I Mr. Hitarth Suresh Chavan would like to express my sincere gratitude and appreciation to Nagindas Khandwala College and NEST Academy of Sports Management for allowing me to do my dissertation smoothly and efficiently. I wish to thank my Principal Dr. Moushumi Datta, Vice Principal Dr. Mona Mehta, NASM Director Mr. Vipul Solanki, Course coordinator Mrs. Jaie Rajeshirke and my friends Mr. Sukhjeet Singh, Mr. Shivam Shinde, Ms. Tanisha Naidu and for all the help and support that they have given me.

I would like to acknowledge and thank the people who made this project work possible, Dr. Deepak R Gupta who has been a guiding force to me while doing this project and the teaching staff of my college for providing their help as when required to complete this project. Without their support and encouragement, making this report would have been impossible for me.

I would also like to thank the respondents who provided me with their best knowledge and co-operation throughout the project.

_____ Mr. Hitarth Chavan

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ABSTRACT

The game of Cricket in India is a passion that binds people from different religions, political affiliations, languages and economic background. Introduced by the British when they ruled India, the game is played by across the globe by a handful of common-wealth nations such as India, Pakistan, Sri Lanka, Australia, New Zealand, South Africa, West Indies, Zimbabwe, Bangladesh, Britain and other new entrants. The number of people who watch and follow cricket in these cricket-playing nations is collectively more than a billion. Millions of people watch matches between rivals such as India and Pakistan and between England and Australia.

The IPL T20-20 event has become very successful in cricket crazy India. It represents a fast paced, growing and emergent India that seeks glamour, entertainment and good cricket. The game has seen unprecedented amount of player fees, high franchisee fees, glamour and entertainment and its success is widely accepted. However, the sheen seems to be wearing off as seen in reduced viewership and TV ratings. This case study examines the event from the business lens. The paper raises and answers ten key issues about the game, its viability and the future. Also covered in this case study is an analysis of its unique features, the business and revenue model and entertainment aspects.

TV transmission rights and advertisements form the main revenue stream for the matches. Sony TV and the World Sports Group will pay the BCCI, 1 billion USD for a 10-year deal. The Times Internet Limited, a part of the Times Group Publication has successfully won the global rights for Internet, radio, mobile rights, and TV rights in some territories at a cost of 261.6 Crore INR for four years.

Based on Major Base Ball League matches of USA and the English Premier League football cup of UK, the business model plans to create a win-win situation. Mr. Lalit Modi, the former Chairman of IPL designed and introduced the IPL format for in 2008. Team members from national and state level cricket

associations of India and top players from other cricket playing nations play in the event. A Franchise owns a team and the players are 'purchased' for a season at an auction. Each player commands a price based on his playing record and current form. The bidding follows specific rules with a cap on the total amount that each team can spend. 'Round Robin Play' system is used in the initial stages along with knock out stages in the semi finals and finals. The objective for the game is to score as many runs as possible in an over and big hits increase viewer's interest. The game is a version of the new format of Twenty 20 cricket.

CHAPTER 1: INTRODUCTION

1.1 HISTORY OF IPL



The Indian Premier League (IPL) is a men's T20 franchise cricket league in India. It is annually contested by ten teams based in seven cities and three states. The league was founded by the Board of Control for Cricket in India (BCCI) in 2007. Brijesh Patel is the incumbent chairman of IPL. It is usually held annually in summer across India between March to May and has an exclusive window in the ICC Future Tours Programme.

The IPL is the most-attended cricket league in the world. In 2014, it was ranked sixth by average attendance among all sports leagues. In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube. The brand value of the IPL in 2022 was ₹90,038 crore (US$11 billion). According to BCCI, the 2015 IPL season contributed ₹1,150 crore (US$140 million) to the GDP of the Indian economy.

So far there have been fifteen seasons of the IPL tournament. The current IPL title holder franchise is Gujarat Titans, winning the 2022 season and their first season.

On 13 September 2007, on the back of India's victory at the 2007 T20 World Cup, BCCI announced a franchise-based Twenty20 cricket competition called Indian Premier League. The first season was slated to start in April 2008, in a "high-profile ceremony" in New Delhi. BCCI vice-president Lalit Modi, who spearheaded the IPL effort, spelled out the details of the tournament including its format, the prize money, franchise revenue system and squad composition rules. It was also revealed that the IPL would be run by a seven-man governing council composed of former India players and BCCI officials and that the top two teams of the IPL would qualify for that year's Champions League Twenty20. Modi also clarified that they had been working on the idea for two years and that the IPL was not started as a "knee-jerk reaction" to the ICL. The league's format was similar to that of the Premier League of England and the NBA in the United States.



In order to decide the owners for the new league, an auction was held on 24 January 2008 with the total base prices of the franchises costing around $400 million. At the end of the auction, the winning bidders were announced, as well as the cities the teams would be based in: Bangalore, Chennai, Delhi, Hyderabad, Jaipur, Kolkata, Mohali, and Mumbai. In the end, the franchises were all sold for a total of $723.59 million. The Indian Cricket League soon folded in 2008.

Players of Pakistan are not allowed to take part in the league since the 2008 Mumbai terrorist attacks, due to the involvement of Pakistan in that attack, 166 people lost their lives and 238 were gravely injured. The odious attack widespread angered many Indians, resulting in a total ban of Pakistani players in the IPL.

On 21 March 2010, two new franchises – Pune Warriors India and Kochi Tuskers Kerala – joined the league before the fourth season in 2011. Sahara Adventure Sports Group bought the Pune franchise for $370 million while Rendezvous Sports World bought the Kochi franchise for $333.3 million. However, one year later, on 11 November 2011, it was announced that the Kochi Tuskers Kerala side would be terminated following the side breaching the BCCI's terms of conditions.

Then, on 14 September 2012, following the team not being able to find new owners, the BCCI announced that the 2009 champions, the Deccan Chargers, would be terminated. The next month, on 25 October, an auction was held to see who would be the owner of the replacement franchise, with Sun TV Network winning the bid for the Hyderabad franchise. The team would be named Sunrisers Hyderabad.

Pune Warriors India withdrew from the IPL on 21 May 2013 over financial differences with the BCCI. The franchise was officially terminated by the BCCI, on 26 October 2013, on account of the franchise failing to provide the necessary bank guarantee.



On 14 June 2015, it was announced that two-time champions, Chennai Super Kings, and the inaugural season champions, Rajasthan Royals, would be suspended for two seasons following their role in a spot-fixing and betting scandal. Then, on 8 December 2015, following an auction, it was revealed that Pune and Rajkot would replace Chennai and Rajasthan for two seasons. The two teams were the Rising Pune Supergiant and the Gujarat Lions.

The venue for the 2020 season was moved due to the COVID-19 pandemic and games were played in the United Arab Emirates. In August 2021, the BCCI announced that two new franchises would join the league starting from the 2022 season. It was also announced that the franchises would be based in two of the six cities shortlisted by the BCCI; Ahmedabad, Lucknow, Cuttack, Guwahati, Ranchi and Dharamshala. In a closed bidding held on 25 October, RPSG Group and CVC Capital won bids for the two teams. RPSG paid ₹7,000 crore (US$880 million) for Lucknow, whereas CVC won Ahmedabad for ₹5,200 crore (US$650 million). The teams were subsequently named Lucknow Super Giants and Gujarat Titans.

The 2008 Indian Premier League season was the inaugural season of the Indian Premier League, established by the BCCI in 2007. The season commenced on 18 April 2008 with the final match was held on 1 June 2008. The competition started with a double round robin league stage, in which each of the 8 teams played a home match and an away match against every other team. These matches were followed by two semi-finals and a final. The tagline was, Tu laga dum!(Put all your power!).

In a match which went down to the last ball, Rajasthan Royals defeated Chennai Super Kings in the final to win the title, with Yusuf Pathan named the player of the match in the Finals and Shane Watson adjudged the player of the tournament. Sohail Tanvir won the purple cap for being the top wicket-taking bowler while Shaun Marsh won the orange cap for leading run-scorer in the tournament. Shreevats Goswami was awarded the best under-19 player award and the special award for Fair Play was won by the CSK.

The 2009 Indian Premier League season, abbreviated as IPL 2 or the 2009 IPL, was the second season of the Indian Premier League, established by the Board of Control for Cricket in India (BCCI) in 2007. The tournament was hosted by South Africa and was played between 18 April and 24 May 2009. It was the second biggest cricket tournament in the world, after the Cricket World Cup, and was forecast to have an estimated television audience of more than 200 million people in India alone. The tagline was Divided by nations, United by IPL.

As the second season of the IPL coincided with multi-phase 2009 Indian general elections, in the aftermath of the 3 March 2009 attack on the Sri Lanka national cricket team the Government of India refused to commit security by Indian paramilitary forces. As a result, the BCCI decided to host the second season of the league outside India. On 24 March 2009, the BCCI officially announced that the second season of the IPL was to be held in South Africa. Though India did not host the second season, the format of the tournament remained unchanged from the 2008 season format.

The IPL injected approximately US$100 million into South Africa's local economy. In addition, the BCCI signed an ₹ 82 billion (US$1.63 billion) contract with Multi Screen Media to broadcast matches live from South Africa to India.

The IPL was hosted successfully in South Africa and was hailed as an "extraordinary" accomplishment. The tournament was particularly praised for globalizing cricket and had set record television viewership. The tournament was won by Deccan Chargers, who beat the Royal Challengers Bangalore in the final.

The 2010 Indian Premier League season, abbreviated as IPL 3 or the 2010 IPL, was the third season of the Indian Premier League, established by the Board of Control for Cricket in India (BCCI) in 2007. The tournament was hosted by India and had an estimated television audience of more than 200 million people in the country. It was played between 12 March and 25 April 2010. It was also the first ever cricket tournament that was broadcast live on YouTube. The final four matches of the tournament were screened in 3D across movie halls in India. The tagline was Saare jahan se achha (a tribute to India).

The tournament was won by the Chennai Super Kings, who defeated the Mumbai Indians in the final played at Mumbai. The purple cap went to Pragyan Ojha of Deccan Chargers, while the orange cap and the player of the tournament award were awarded to Sachin Tendulkar of the Mumbai Indians. Saurabh Tiwary was declared the U-23 success of the tournament, while the Chennai Super Kings won the Fair Play.

The 2011 Indian Premier League season, abbreviated as IPL 4 or the IPL 2011, was the fourth season of the Indian Premier League, the top Twenty20 cricket league in India. The tournament was hosted in India and the opening and closing ceremonies were held in M. A. Chidambaram Stadium, Chennai, the home venue of the reigning champions Chennai Super Kings. The season ran from 8 April to 28 May 2011. This season the number of teams in the league went from eight to ten with the additions of the Pune Warriors India and the Kochi Tuskers Kerala. The tagline was Dum laga ke mara re ! (hit with power !)

The tournament was won by the Chennai Super Kings for the second successive season defeating Royal Challengers Bangalore by 58 runs in the final in Chennai, with the winning team's Murali Vijay being named Man of the Match. With this win CSK became the first, and till 2014 the only team to have won the IPL on more than one occasion. Despite Bangalore failing to win the title, one of the team's players, Chris Gayle was named as the tournament's best player. He scored 608 runs in twelve innings – the most in the tournament – as well as picking up eight wickets, having joined the team after the start of the season due to an injury to another overseas player, Dirk Nannes. Mumbai Indians' Lasith Malinga set a new record for most wickets taken within an Indian Premier League season, claiming 28 wickets during the campaign, but Mumbai had to settle for third place in the tournament, having lost to Bangalore in the second qualifier. Chennai, Bangalore and Mumbai represented India in the Champions League 2011 tournament in September. The Fair Play Award was again won by the Chennai Super Kings for topping the fair-play table.

The 2012 Indian Premier League season, abbreviated as IPL 5 or the IPL 2012 or the DLF IPL 2012 (owing to title sponsorship reasons), was the fifth season of the Indian Premier League, initiated by the Board of Control for Cricket in India (BCCI) in 2007 with the first season played in 2008. The tournament began on 4 April and ended on 27 May 2012. Kolkata Knight Riders were the winning team, beating defending champions Chennai Super Kings by five wickets in the final. This season the number of teams in the league went from ten to nine with the termination of Kochi Tuskers Kerala.The tagline was Aisa mauka aur kaha milega? (where will you get such an opportunity ?)

Despite a slow start, IPL 5 earned a higher cumulative viewership than any previous edition of the IPL. The cumulative reach for 74 IPL 5 matches was

recorded at 163 million against 162 million for 73 matches in IPL 4, and the final match had a higher reach than any previous final. The IPL 2012 edition was the most competitive season of which produced many nail biting finishes. In the 2012 season, there were 19 matches which produced results in the last over, and a couple of them produced results in the last ball. There were also 6 matches in which team won by a margin of less than 10 runs. Near the end of the season, the season faced various hurdles including a spot fixing case, which allegedly included 5 players caught on a sting operation carried on by a local news channel.

The top four teams of the tournament (Kolkata Knight Riders, Chennai Super Kings, Delhi Daredevils and Mumbai Indians) represented India in the 2012 Champions League Twenty20. The Fair Play Award was won by Rajasthan Royals, while Kings XI Punjab batsman Mandeep Singh was named the tournament's "Rising Star" and Kolkata Knight Riders bowler Sunil Narine was Player of the Season. This along with 2009, 2016, and 2021 are the only editions where a team topping the table at the end of league stage did not appear in the final.

The 2013 season of the Indian Premier League, abbreviated as IPL 6 or Pepsi IPL 2013, was the sixth season of the IPL, established by the Board of Control for Cricket in India (BCCI) in 2007. The tournament featured nine teams and was held from 3 April to 26 May 2013. The opening ceremony was held at the Salt Lake Stadium in Kolkata on 2 April 2013. This was the first season with PepsiCo as the title sponsor. The Kolkata Knight Riders were the defending champions, having won the 2012 season. A spot fixing case was revealed by Delhi Police, leading to arrest of three cricketers from Rajasthan Royals and other persons. Mumbai Indians won the tournament for the first time, defeating Chennai Super Kings in the final by 23 runs. The tagline was sirf dekhne ka nayi! (Don't just watch!).

PepsiCo replaced DLF Ltd as the title sponsor starting with the 2013 season. DLF did not renew their contract after their initial five-year contract, for ₹ 2.50 billion, ended with the previous season. PepsiCo's contract is ₹ 3968 million for five years, ending with the 2017 season. In response to questions about the higher sponsorship costs compared to DLF's, a representative of PepsiCo said, "Our estimate is that we will get five to six times the value of the money we paid." However, Brand Finance had assessed the IPL's brand

value to have fallen from $4.1 billion in 2010 to $2.9 billion in 2012, attributed to the decline in television ratings over the two years.

The 2014 season of the Indian Premier League, abbreviated as IPL 7 or Pepsi IPL 2014, was the seventh season of the IPL, a professional Twenty20 cricket league established by the Board of Control for Cricket in India (BCCI) in 2007. The tournament featured eight teams, one fewer than in 2013 after the withdrawal of the Pune Warriors India, and was held from 16 April 2014 to 1 June 2014. The opening ceremony was held in the UAE on 15 April 2014. Kolkata Knight Riders won the tournament, defeating Kings XI Punjab by 3 wickets with Manish Pandey declared the man of the match in the final. The average attendance for the tournament was 31,751. The tagline was Bulawa aaya hai (invitation has arrived).

A part of tournament was held outside India as Indian Home Minister Sushil Kumar Shinde declined to provide security for the league as the tournament took place at the same time as the 2014 Indian general election.[4] As a result, the tournament was jointly hosted by India and the United Arab Emirates. The opening 20 matches were held in the UAE at three different stadiums in Abu Dhabi, Dubai and Sharjah with the tournament returning to India on 2 May.

The player auction took place on 12 and 13 February 2014. Unlike previous seasons, the auction was in Indian Rupees as opposed to US dollars.

The 2015 season of the Indian Premier League, also known as IPL 8 or, for sponsorship reasons, Pepsi IPL 2015, was the eighth season of the IPL, a Twenty20 cricket league established by the Board of Control for Cricket in India (BCCI) in 2007. The tournament featured eight teams and was held from 8 April 2015 to 24 May 2015. The tournament's opening ceremony was held at the Salt Lake Stadium in Kolkata on 7 April 2015. Kolkata Knight Riders were the defending champions having won the title in the 2014 season. The tagline was India ka tyohar (the festival of India.)

On 24 May 2015, Mumbai Indians defeated Chennai Super Kings by 41 runs in the final at Eden Gardens, Kolkata, to win the IPL title for the second time. Mumbai captain Rohit Sharma was awarded player of the match in the final for his knock of 50 from 26 balls. Andre Russell of the Kolkata Knight Riders was named Most Valuable Player (MVP) of the season.

The 2016 season of the Indian Premier League, also known as IPL 9, and branded as Vivo IPL 2016 for sponsorship reasons, was the ninth season of the IPL, a professional Twenty20 cricket league established by the Board of Control for Cricket in India (BCCI) in 2007. The season began on 9 April 2016, and concluded on 29 May 2016 with the playing of the finals match between Royal Challengers Bangalore and Sunrisers Hyderabad at M. Chinnaswamy Stadium in Bangalore. The tagline was Fun, fans, fantastic.

The 2016 season was the first IPL season to use LED stumps. Following the suspension of Chennai Super Kings and Rajasthan Royals for two years over a spot-fixing and betting scandal, the IPL allocated spots for two new franchises to take their place. The process would result in the establishment of the Gujarat Lions and Rising Pune Supergiants in 2016.

The championship was won by Sunrisers Hyderabad, marking the Hyderabad franchise's second IPL title, with Ben Cutting declared the man of the match in the final. Virat Kohli of Royal Challengers Bangalore was named the most valuable player of the tournament, and Mustafizur Rahman of Sunrisers Hyderabad was named the emerging player of the season. Virat Kohli of Royal Challengers Bangalore was the tournament's leading run-scorer with 973 runs and Bhuvneshwar Kumar of Sunrisers Hyderabad was the leading wicket-taker of the tournament with 23 wickets. Ever since the introduction of page playoff system, this is the only edition where a team ending outside of the top 2 at the end of league stage won an IPL title and only the third edition along with 2012 and 2021 where one of the top 2 teams missed out on a spot in the final.

The 2017 season of the Indian Premier League, also known as IPL 10 and branded as Vivo IPL 2017, was the tenth edition of the IPL, a professional Twenty20 cricket league established by the BCCI in 2007. The tournament featured the eight teams that played in the previous season. The 2017 season started on 5 April 2017 and finished on 21 May 2017, with Hyderabad hosting the opening match and the final. Mumbai Indians won by 1 run against Rising Pune Supergiant in the final, winning their third title making them the first team to achieve the milestone. The tagline was waah re waah(10 years of IPL).

Sunrisers Hyderabad captain David Warner won the Orange Cap for the leading run-scorer of the tournament with 641 runs. Bhuvneshwar Kumar, also of Sunrisers Hyderabad, was awarded the Purple Cap for finishing as

the leading wicket-taker of the tournament with 26 wickets. Rising Pune Supergiant's Ben Stokes was named the Most Valuable Player, while Basil Thampi of Gujarat Lions was named the Emerging Player of the Tournament.

The 2018 season of the Indian Premier League, also known as IPL 11, was the eleventh season of the IPL, a professional Twenty20 cricket league established by the BCCI in 2007. The season, which was held from 7 April to 27 May, saw the return of the Chennai Super Kings and the Rajasthan Royals after serving two years of suspension for the involvement of their respective owners in the 2013 IPL betting case. Star Sports purchased the media rights at ₹16,347.5 crore ($2.55 billion) for five years starting from 2018. The tagline was Best vs Best.

Chennai Super Kings won by 8 wickets against Sunrisers Hyderabad in the final to win their third title. Sunrisers Hyderabad captain Kane Williamson won the Orange Cap for the leading run-scorer of the tournament with 735 runs. Andrew Tye, of Kings XI Punjab, was awarded the Purple Cap for finishing as the leading wicket-taker of the tournament with 24 wickets. Sunil Narine of Kolkata Knight Riders was named Most Valuable Player, also known as Man of the Series, while Rishabh Pant of Delhi Daredevils was named the Emerging Player of the Series.

The 2019 season of the Indian Premier League, also known as IPL 12, was the twelfth season of the IPL, a professional Twenty20 cricket league established by the Board of Control for Cricket in India (BCCI) in 2007. At one point other countries were considered to host the tournament, due to the Indian general elections but eventually the tournament was played entirely in India with the season commencing on 23 March. The tagline was Game banayega Name!(Game will make your name!)

India's opening match at the 2019 Cricket World Cup was postponed from 2 to 5 June as the BCCI were directed to maintain a mandatory 15-day gap between the conclusion of IPL and India's subsequent international fixture as per Lodha Committee's recommendation.

Delhi Daredevils were renamed as the Delhi Capitals, the franchise announced on 4 December 2018, and also released a new logo. Chennai Super Kings were the defending champions who won third title .

Mumbai Indians defeated the Chennai Super Kings by 1 run to win the final for their fourth title. David Warner won the Orange Cap for the leading run-scorer of the tournament with 692 runs. Imran Tahir, of Chennai Super Kings, was awarded the Purple Cap for finishing as the leading wicket-taker of the tournament with 26 wickets. Andre Russell of Kolkata Knight Riders was named the Most Valuable Player, and Shubman Gill also of Kolkata Knight Riders was named the Emerging Player of the Tournament.

The 2020 Indian Premier League, also known as IPL 13 and branded as Dream11 Indian Premier League 2020, was the thirteenth season of the IPL, a professional Twenty20 cricket (T20) league established by the Board of Control for Cricket in India (BCCI) in 2008. The tournament was originally scheduled to commence on 29 March 2020, but was suspended until 15 April due to the COVID-19 pandemic. After Indian Prime Minister Narendra Modi announced on 14 April that the lockdown in India would last until at least 3 May 2020, the BCCI suspended the tournament indefinitely. On 2 August 2020, it was announced that the tournament would be played between 19 September and 10 November 2020 in the United Arab Emirates. The tagline was Ab Khel bolega: (Now game will speak.)

On 4 August 2020, Vivo pulled out as the title sponsor of the Indian Premier League (IPL) for the 2020 edition. On 18 August, fantasy cricket league platform Dream11 was named the title sponsor for the season with a bid of ₹222 crore (US$28 million).
Defending champions Mumbai Indians successfully retained their title with a five-wicket win over Delhi Capitals in the final on 10 November 2020.

The 2021 Indian Premier League, also known as IPL 14, or for sponsorship reasons, Vivo IPL 2021, was the fourteenth season of the Indian Premier League (IPL), a professional Twenty20 cricket league established by the Board of Control for Cricket in India (BCCI) in 2007. The tagline was Asli Picture Abhi Baaki Hai (Now the original picture will come).

Mumbai Indians were the two-time defending champions. Ahead of the tournament, Kings XI Punjab were renamed as the Punjab Kings. In March 2021, the BCCI announced the fixtures for the tournament. The tournament started on 9 April. However, on 4 May, the tournament was suspended indefinitely, after a rise in COVID-19 cases within the bio bubbles of some teams. At the time of the suspension, 31 of the scheduled 60 matches were still left to be played. On 29 May 2021, the BCCI announced that the

emaining matches of the tournament would be played in the United Arab mirates in September and October 2021. The schedule for the remainder of he tournament was released in July 2021.

n the final, Chennai Super Kings beat Kolkata Knight Riders to win their ourth IPL title. Ruturaj Gaikwad scored the most runs in the tournament, while Harshal Patel took the most wickets and also won the Most Valuable Player award.

The 2022 Indian Premier League, also known as IPL 15 or for sponsorship reasons, Tata IPL 2022, was the fifteenth season of the Indian Premier League (IPL), a professional Twenty20 cricket league established by the Board of Control for Cricket in India (BCCI) in 2007. The tournament was played from 26 March 2022 to 29 May 2022. The group stage of the tournament was played entirely in the state of Maharashtra, with Mumbai and Pune hosting the matches. The full schedule of the tournament was announced on 6 March 2022.

The season saw the expansion of the league, with the addition of two new franchises. Therefore, this was the second season to have ten teams, after the 2011 tournament. Chennai Super Kings were the defending champions, having won their fourth title during the previous season.

In the final, Gujarat Titans beat Rajasthan Royals by seven wickets to win their first IPL title.

The Objective of the Study

- To study the awareness of sponsorship in IPL
- To understand and analyze the dynamics of sponsorship
- To understand the importance of the sponsors in the game of cricket

Scope of the study

- This study will help to understand the basic consumer knowledge on sponsors and their products
- This study will help understand the spending of each sponsors in the game of Cricket
- This study determine the effectiveness of brand placement as a promotional advertising tool.
- This study finds out if brand placement has led to a desired change in the consumer's attitude towards the brand.

Limitations

- The data collected is majorly from Maharashtra and consists of perception on common individual and analyses only their awareness levels
- This Study is based on the respondents of the age of 18 and above
- The survey has been limited only 101 candidates

Chapter 2

Review of Literature

IPL, since its inception in the year 2008 has gained popularity and success on an unrivaled scale. Thereby it's not surprising that a number of studies have already been dedicated to it. However, most of the studies concern themselves with sponsorship and bidding strategies. The returns of the sponsors have not yet been studied in explicit details which in fact is the motivation for our approach. The pricing of each player is of significance for the sponsors in order to acquire a line-up that ensures a successful season. A very simple approach can be used to derive the hedonic price equations for estimating a bid amount for each cricketer in the IPL auction. An integer-programming model is often the best one to be implemented for the efficient bidding strategy for the franchises. Various studies conducted from time to time, document in details a large amount of money as well as market research that goes into the IPL auctions. Consistent with the view, we stimulate the study that follows, to look at whether a successful season of a particular team translates into profits for the sponsors in terms of higher stock returns.

In this regard, Chakrabarty et al. conducted a study to identify whether sponsorship is important in the context of developing countries like India and also whether brand and event emotions play a mediating role in creating consumer attitudes towards the sponsor brand as a result of an event sponsorship. This paper was one of the first in the Indian context that studies the investors sentiment generated by sporting events. Sporting events and their impact on stock market has inspired a number of studies in other countries, for time to time, especially in recent years. No relation was found between the success of the New Zealand national rugby team and the stock market reaction in the country overall. However, there seemed to exist a strong relationship between the performance of the English national soccer team and the change in the price of shares traded on the London stock exchange showing a strong impact of investors sentiments.

A cross-country analysis was reported to show those losses in soccer matches have an economically and statistically significant negative effect on the losing country's stock market. An event study revealed that sports outcome has a significant impact on stock market returns of sponsors. A similar correlation

between the stock market returns and victories or defeats in football matches across Europe using an event study approach was also observed. It is therefore in accordance with existing research that we expect a successful season by a sports team to generate a sense of confidence in investors which might have a considerably profitable bearing on the stock returns of the sponsors. This view is empirically tested in the study that follows. Event study approach over the years has emerged has an important tool in the world of finance and economics. Given all market participants being rational, security prices will be affected by the occurrence of an event. An event study is an empirical investigation of the relationship between security prices and economic events. To that effect, over time numerous papers have constructed an event study analysis to report empirically the financial and economic significance of various events.

It has often been observed the properties of frequently and infrequently traded stocks vary widely. Frequently or daily traded stocks are often reported to show huge numbers of zero and small numbers of large non zero returns. The cause for this abnormality is suspected to be the departure of daily returns from normal distributions. There have been certain approaches suggested, from time to time in order to overcome the problem of thin trading. An overall cross-sectional study was found to remedy the problem of extremely close-set events to a reasonable extent. On the other hand, Boehmer, Masumeci, and Poulsen reported that infrequently traded stocks suffer from the problem of nonsynchronous returns on stock and even market indices. Ordinary least squares estimate of market model parameters is found to be biased and inconsistent in the presence of non-synchronous trading elements in the data.

One of the most popular methodologies used in compiling the normal returns in an event study is the 'market model' approach. In order for the market model to be efficient, the parameters should be efficient. However, some studies suggest that the intercept of the model $\alpha$is more stable than the coefficient of the market index. Mandelker introduced the portfolio method whereby we calculate Average Abnormal Returns for each firm so as to combat the problem caused by the difference invariance across firms and correlated returns. In the context of stock returns of sponsors, this method is significant because the inherent volatility of stock prices varies widely from firm to firm. Hence, in order to separate the impact of the event, it is required the stock returns of firms are studied either in isolation or standardized across firms. Our baseline strategy therefore, for the analysis that follows, is to formulate an event study using the

market model and extend it to a firm-specific reporting for more robust results. This is because according to Cowan and Rizzo daily returns result in poorly specified statistical test approximations

Chapter 3

Conceptual Framework

History vs Modern-day of Sponsorship

Sponsorships are an important part of the sports world. The cooperation between companies and athletes or teams is a win-win strategy from which both sides can benefit. While sponsorship donations as a promotional strategy increase brand prestige and bring long-term economic benefits, athletes can derive material and financial benefits from their sporting activities and pursue their passion for sports on a professional level. This collaboration between athletes and companies sounds natural to us today. But that wasn't always the case. A look into the past shows us that this relationship only established with the development of sport as a popular social activity and the spread of television in everyday life.

The origins of sport sponsorship:

Although many sports developed in the 19th century, it took a long time for them to gain mainstream acceptance in society. The first steps were taken in 1896 with the revival of the Olympic Games in Athens. The film manufacturer Kodak discovered the potential of sport for improving the company's image and financially supported the sporting highlight. Four years later, several Swedish companies became sponsors of the Olympic event in Stockholm. Well-known brands slowly began to incorporate major sporting events, which enjoyed increasing popularity and attracted more and more viewers, into their advertising strategy.

The media boom followed in the second half of the 20th century. Radio and television broadcasted important sporting events and further associated advertising with sport. In Germany, it mainly affected the rising football industry in the form of perimeter and jersey advertising. The Wormatia Worms football team started the first attempt in 1967 with the lettering "CAT" for the

construction machinery manufacturer "Caterpillar" to overcome a financial bottleneck. The negative reaction of the German Football Association led to the termination of the cooperation. The final breakthrough came in 1972. The liqueur brand Jägermeister sponsored Eintracht Braunschweig with the nowadays modest sum of 160,000 DM. Other teams soon followed the Lower Saxony football club, which led to shirt advertising in the Bundesliga being officially approved. Other sports also began to benefit from this boom.

On the international level, the United States has made a name for itself in terms of advertising and sports. Stars like football player Frank Gifford or baseball pro Bob Uecker made sensational deals with well-known brands. In addition, viewers were introduced to the American sports television network ESPN in 1979, which soon developed into a lucrative space for advertising placements. The earnings from the Montreal Olympics showed just how far the sports business has come in just a few short years. 628 companies sponsored around seven million dollars for the sports highlight of 1976. In addition, top athletes began to sign sponsorship contracts that are taken for granted today, which meant that they were increasingly able to act independently instead of being strictly tied to their national teams.

Sport sponsorships today

Today, commercialization in sport has reached unbelievable proportions. Entire events and television programs have been sponsored by big names in business since the 1990s. Stadiums supported by name sponsorship are springing up around the world. In this area, the Volks park stadium in Hamburg is a pioneer in Germany. It changed sponsors three times between 2001 and 2015. The spectrum of sponsors ranges from sports betting providers such as Betway, which is now making a name for itself as an online sports betting site, to the giants of the automotive industry such as BMW or Opel.

The integration of the digital world is relatively new in the business. A message on Twitter or an image on Instagram reaches numerous potential customers within a very short time. Sponsored sports teams or athletes who have millions of followers are often used as successful advertising faces and brand ambassadors. Furthermore, they no longer shy away from promoting the slowly

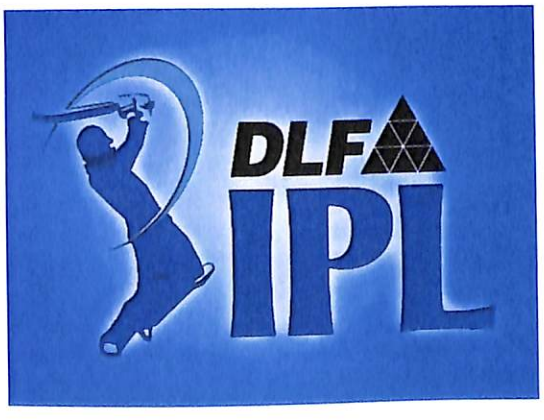
emerging eSports as well as amateur sports. Overall, many brands these days are adopting more aggressive advertising strategies and draw the attention of their viewers through creativity. For example, Nike sponsored an eighty-year-old runner in the Berlin Marathon and received more attention than the official sponsor Adidas. The so-called ambush marketing put Nike in the foreground of the big event.

The examples show that after the wave of commercialization in sports, sponsorships have now become a natural part of the sports world. Over the years, the mutual interdependence has become a profitable proposition for both brands and athletes.

The Title Sponsors of IPL from 2008-2022

1) 2008 TO 2012: DLF (40 CRORE PER ANNUM)

DLF came into the instant limelight when it bagged the title sponsorship rights of the first-ever edition of the Indian premier league. The Gurugram-based real estate company paid BCCI 40 CR per annum. After this DLF remained the title sponsor of IPL from 2008-to 2012. DLF was the first brand that became the first title sponsor of IPL.



This move raised several eyebrows but eventually, the world understood what a smart move that was from DLF as they became a household name through IPL. DLF remained the title sponsor of IPL in 2008, 2009, 2010, 2011, and 2012.

2) 2013 TO 2015: PEPSI (79.4 CRORE PER ANNUM)

The soft drink giant Pepsi took over from DLF and grabbed the deal at 396 Crore for five years. However, they pulled out 2 years before the stipulated period as IPL attracted some bad publicity due to the corruption & fixing scandal.



The fixing scandal in IPL came in 2015 which led to the suspension of 2 teams from IPL. Chennai Super Kings and Rajasthan Royals were suspended for two years by Lodha Committee. After this Pepsi terminated the contract of 5 years in just 3 years only. So in this way, Pepsi just paid 238.2 crores to BCCI for 3 years and served as the title sponsor of IPL for IPL 2013, 2014, and 2015.

3) 2016 TO 2017: VIVO (100 CRORES PER ANNUM)

BCCI was in a spot of bother when Pepsi decided to pull out of the sponsorship deal. However, Chinese mobile company VIVO jumped in & grabbed that opportunity.



Vivo remained the title sponsor of IPL for 2017 and 2018 after grabbing this opportunity. They bought the title rights for the remaining two years paying 100 Crore per annum to BCCI. The brand VIVO benefitted immensely and made giant strides in the Indian mobile market.

4) 2018 TO 2019: VIVO (439.8 CRORES PER ANNUM)

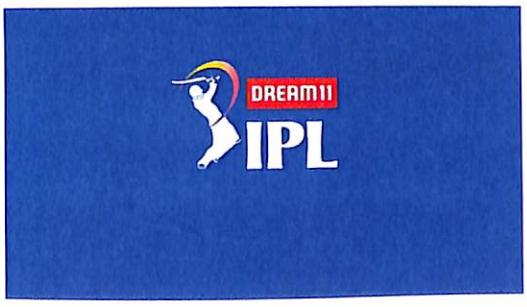
After a resounding success of their previous deal, VIVO once again bagged the title rights of IPL for 5 years. This time they upped the bar & paid an astounding amount of 2199 Crore for 5 years, outbidding their business rivals Oppo.



But the deal came to a premature end. VIVO had to pull out as the tensions between the Indo-China border escalated. In this way, VIVO also served as the title sponsor of IPL in 2018 and 2019.

5) 2020: DREAM 11 (222 CRORES PER ANNUM)

What VIVO did for BCCI in 2016, Dream 11 did in 2020. After the Chinese Mobile manufacturer pulled out of the deal, the fantasy sports platform came on board and made a deal for 222 Crore. After this deal, BCCI received 217.80 crores less from the previous contract with Vivo.



Dream 11 is one of the world's top fantasy platforms and the deal seemed to work wonders for them. It became a household name due to its smart marketing strategies and catchy advertisement during the recent season of IPL.

The brand IPL seems to be unstoppable at the moment and by virtue of that, we will continue to see staggering amounts for the title sponsorship in the

upcoming seasons. For the upcoming seasons, Dream XI is to pay 240 crores for the 2nd year and 240 crores for the 3rd year.

6) 2021: VIVO IPL (439.8 CRORES PER ANNUM)

VIVO once again served as the Title Sponsor for the 2021 IPL in the hope that India-China border tension will ease out. For this year IPL Vivo paid the same amount as it paid before Dream XI. BCCI earned whopping 439.8 crores for title sponsorship of IPL 2021. But the Chinese manufacturing company has to pull out after this year due to the Indo-China border clash. In this way, Vivo served a total of 5 years as title sponsor.

7) 2022 TO 2023: TATA GROUP (335 CRORES PER ANNUM)

The most reputed Industrial group in India, TATA Group replaced the Chinese manufacturing company VIVO for 2022 and 2023 as the title sponsor for IPL. For these two years, TATA group will pay 335 crores each year. In these two years, IPL other than a new title sponsor is that two new teams are also added which makes it to a total of 10 teams tournaments.

IPL Teams & its Sponsors

Mumbai Indians

With five domestic trophies already to their name, the Mumbai Indians are the most successful team in Indian Premier League history. However, having missed out on last season's Playoffs, with the Chennai Super Kings having lifted their fourth IPL trophy, the pressure is well and truly on the Indians and they need to be at their best lest they lose their monopoly over the IPL crown.

Here's a list of Mumbai Indians' sponsors going into the 2022 season of the Indian Premier League.

PRINCIPAL PARTNERS

Slice

The Bangalore-based Indian fintech company and "credit card challenger" was announced as a Principal Partner of the MI in January 2020 in a three-year deal reportedly worth ₹100 crore, replacing South Korean tech company SAMSUNG. As per the deal, slice serves as the principal MI jersey sponsor, with its logo featuring on the front of all Indians matchday shirts.

DHL Express

The German logistics company was roped in by the MI as a Principal Partner and the Official Logistics Partner ahead of IPL 2021. DHL replaced Colors, Viacom18 network's premium Hindi channel, as the main back-of-shirt sponsor on the MI matchday shirt.

ASSOCIATE PARTNERS

Marriott Bonvoy

The loyalty programme of full-service hotels and resorts network Marriott International signed a three-year deal with the MI in September 2020 to become

their Associate Partner. Bonvoy provides exclusive offers and unique experience opportunities to the fans, and its logo appears at the front of the MI matchday shirt, on the top left corner.

In March 2022, it was announced that Marriott Bonvoy members would be able to redeem their loyalty points for MI matches throughout IPL 2022, with lucky members also standing a chance to attend a gala dinner with the team.

Reliance Jio

The Mumbai-based Indian telecom giant has maintained a sponsorship deal with all eight teams across the IPL since the 2018 season. For the Mumbai Indians, Jio's logo can be seen on the sleeves of the team's matchday shirt. Jio is owned by Indian conglomerate Reliance Industries, which owns the Mumbai-based IPL franchise.

Astral Pipes

The Ahmedabad-headquartered plumbing and drainage systems manufacturer was announced as an Associate Partner of the MI in August 2020.

OFFICIAL PARTNERS

Meesho

The Bangalore-based Indian e-commerce company was announced as the official online shopping partner and the lead trouser branding partner for four IPL teams—the Mumbai Indians, the Rajasthan Royals, the Gujarat Titans and the Royal Challengers Bangalore—in March 2022 in a deal covering the 2022 season of the Indian Premier League.

Kingfisher

Kingfisher is a long-time sponsor of the Mumbai Indians. Working with the team, Kingfisher creates co-branded promotional content and offers exclusive unique experience opportunities to the MI fans.

USHA

The Gurgaon-headquartered household durables firm has been an Official Partner of the MI since May 2014.

Cadbury Dairy Milk

Mondelēz's famous chocolate confectionary brand became the MI's Official Goodness Partner in September 2020 and launched the #SayThankYou

initiative, via which it aimed to provide health insurance to daily wage earners through an NGO called Nirmana.

Kotak

The Mumbai-headquartered banking products and financial services provider serves as an Official Partner to the MI since September 2020. As part of the deal, Kotak has designed MI-themed debit and credit cards for the team's supporters.

Dream11

Apart from being an Official Partner to the IPL itself, the Mumbai-headquartered Indian fantasy sports platform serves as the designated fantasy sports partner to six out of eight teams in the tournament, excluding the Kolkata Knight Riders and the Royal Challengers Bangalore.

BKT

Ahead of the 2021 IPL season, Mumbai-based tire manufacturer BKT (Balkrishna Industries Limited) signed a sponsorship deal with seven out of eight teams (excluding the SunRisers Hyderabad) in March 2021 to become their Official Tire Partner.

In March 2022, BKT was confirmed as the MI's Official Tire Partner for IPL 2022.

Performax

The Reliance-owned Indian sportswear brand has been the official kit supplier to the MI since the 2015 season, when it replaced German sportswear giant Adidas.

ESA (Education and Sports for All)

This Reliance Foundation initiative is aimed at providing quality education and sporting opportunities to children across India. ESA has been supported by the MI since 2010, and its logo can be seen on the sleeves of their matchday shirt.

DNA Networks

The Bangalore-headquartered sports event management company serves as the Official Event Management Agency and Exclusive Commercial Partner to the

Strata

The Bangalore-headquartered Indian tech-enabled real estate investment platform was announced as the Official Real Estate Investment Partner of the Mumbai Indians in March 2022.

Amul Kool

The cold beverages brand of India's Anand-headquartered dairy giant Amul signed sponsorship deals with three IPL teams—the Mumbai Indians, the Kolkata Knight Riders and the SunRisers Hyderabad—in April 2021, becoming their official beverage partner.

Kolkata Knight Riders

The Kolkata Knight Riders have won the IPL twice, but they have been coming up empty-handed since 2014. Last year, they almost added another trophy to their cabinet as they reached the final, but they were beaten soundly by a very composed Chennai Super Kings outfit. This time, they would want to go the full distance.

Here's a list of the Kolkata Knight Riders sponsors for IPL 2022.

MI. DNA Networks oversees the team's events management and their sponsorship activations, both digitally and in-stadia.

Radio City 91.1 FM

Radio City 91.1 FM serves as an Official Radio Partner to the MI since IPL 2012. The partnership has seen the two work on several initiatives and offer fans unique experience opportunities.

Fever 104 FM

The Mumbai chapter of the national radio network has served as an Official Radio Partner to the MI since April 2011. Throughout the course of the deal, Fever has offered MI fans several promotional initiatives and unique fan engagement opportunities.

94.3 MY FM

Part of the Dainik Bhaskar Group, the 2006-launched pan-India radio network was added to the Mumbai Indians sponsorship portfolio as an Official Partner ahead of IPL 2022.

Acko

The Mumbai-headquartered general insurance company joined the MI sponsorship portfolio ahead of the 2021 IPL.

Bombay Shaving Company

The New Delhi-based Indian grooming products manufacturer was announced as the official grooming partner of the MI for IPL 2022 in March 2022. As per the branding rights received by Bombay Shaving Company as part of the deal, its logo is set to appear on all MI headwear—helmets and caps—throughout the course of the tournament.

McDowell's No.1 Soda

The soda offering of United Spirits Limited-manufactured Indian spirit brand McDowell's No.1 was added to the Mumbai Indians sponsorship portfolio as an Official Partner ahead of IPL 2022.

TeamViewer

The Göppingen-headquartered German tech company was also added to the MI sponsorship portfolio as an Official Partner ahead of IPL 2022.

PRINCIPAL SPONSOR

WinZO Sports

Owned by TicTok Skill Games Pvt. Ltd., the Indian online social gaming platform was announced as a Principal Sponsor of the KKR in March 2022 as part of a long-term agreement.

Putting the WinZO logo at the front and centre of the KKR matchday shirt, the partnership not only grants branding rights to the gaming platform but also entails the Knight Riders interacting with the WinZO users across various social media platforms.

Unacademy

The Bangalore-based Indian online education platform joined the KKR sponsorship portfolio as an Official Sponsor ahead of IPL 2021.

Ahead of IPL 2022, Unacademy's partnership with the KKR was upgraded as the former was made a Principal Sponsor of the IPL franchise.

Also Read – IPL 2022: Kolkata Knight Riders SWOT Analysis

OFFICIAL SPONSORS

Reliance Jio

The Mumbai-based Indian telecom giant has maintained a sponsorship deal with all eight teams across the IPL since the 2018 season.

Joy Personal Care

The Kolkata-based skincare brand was announced as an associate sponsor of the KKR in March 2022 in a deal covering IPL 2022. Apart from branding rights, the partnership entails the KKR and Joy collaborating over TVCs and fan-engagement initiatives. The Joy logo is also set to feature on the KKR matchday-shirt sleeve.

Lux Cozi

The premium innerwear brand of the Kolkata-headquartered Lux Industries serves as the Official Kit and Merchandise Partner to the KKR since the 2016. Lux Cozi's logo duly appears at the front of the KKR matchday shirt, on the top left corner.

TV9 Bharatvarsh

The Noida-based Hindi news network became an Official Sponsor of the KKR in September 2020.

1 Finance

The Mumbai-based personal finance company was announced as an Official Sponsor of the KKR in March 2022.

Acko

The Mumbai-headquartered Indian insurance company was announced as an associate sponsor of three IPL teams—the Kolkata Knight Riders, the Gujarat Titans and the Lucknow Super Giants—in February 2022.

Wrogn

Virat Kohli's youth fashion brand Wrogn serves as an Official Merchandise Partner to the KKR. Ahead of the 2021 IPL, the brand's sportswear division was announced as KKR's Official Kit Supplier. Wrogn's logo also features on the team's matchday trousers.

OFFICIAL PARTNERS

McDowell's No.1 Soda

The soda offering of United Spirits Limited-manufactured Indian spirit brand McDowell's No.1 was added to the Kolkata Knight Riders sponsorship portfolio as an Official Partner ahead of IPL 2022.

Nestlé Munch

The chocolate bar brand returned as an Official Partner of the KKR ahead of IPL 2022. It served as their official "crunch partner" in IPL 2018.

LG

The South Korean electronics giant was also added to the Kolkata Knight Riders sponsorship portfolio as an Official Partner ahead of IPL 2022.

Thums Up

The Coca-Cola Company and the Kolkata Knight Riders go back a long way. The two first partnered back in February 2009 as part of a three-year deal, which came at the back of KKR owner Shah Rukh Khan losing his then-more-than-decade-long endorsement deal with PepsiCo. The beverage giant then announced a partnership with the two-time IPL winners in March 2020. Now, ahead of IPL 2022, Thums Up, an Indian cola brand of The Coca-Cola Company, has been added to the KKR sponsorship portfolio as one of their Official Partners.

boAt

boAt is a manufacturer and marketer of audio products, adapters and cables. During IPL 2020, it served as the Official Audio and Merchandise Partner to six IPL teams, excluding the SunRisers Hyderabad and the Rajasthan Royals.

In March 2022, it was announced that boAt would be extending its partnership with the Kolkata Knight RIders to continue serving them as their official audio partner for IPL 2022.

Kotak

The Mumbai-headquartered banking products and financial services provider has been serving as an Official Partner to the KKR since September 2020. As per the deal, Kotak has designed KKR-themed debit and credit cards for the team's supporters.

BKT

Ahead of IPL 2021, Mumbai-based tire manufacturer BKT (Balkrishna Industries Limited) signed a sponsorship deal with seven out of eight IPL teams (excluding the SunRisers Hyderabad) in March 2021 to become their Official Tire Partner.

Mio Amore

Mio Amore is a cakery based in Kolkata. It joined the KKR sponsorship portfolio as an Official Partner ahead of IPL 2021.

Open.Money

The Bangalore-headquartered neobank was onboarded by the KKR as an Official Partner ahead of IPL 2022.

Rollick

The Kolkata-based ice cream brand was announced as an Official Partner of the KKR in March 2022. As per the deal, Rollick has rolled out a KKR-themed ice cream called Chatpata Powerplay. It also has image rights to feature KKR players in its products' packaging.

Mullen Lintas

The Mumbai-based creative agency was announced as the Knight Riders' communication partner for IPL 2022 in March 2022. Apart from branding rights, the deal sees Mullen Lintas deliver from its Mumbai office the team's campaign ideas, brand film, activations (both digital and on-ground), internal branding and team manifesto.

Chennai Super Kings

The Chennai Super Kings (CSK) ended their three-year wait for their fourth IPL trophy as they beat the Kolkata Knight Riders in last year's Indian Premier League final. Now, as the IPL returns to India this year, rest assured that the Super Kings are ready to retain their crown and display the same consistent dominance over the league that they have shown since 2008.



Here are the Chennai Super Kings' sponsors going into the 2022 Indian Premier League.

Principal Partners

Following brands are listed on the CSK website as their Principal Partners — the premium tier of the franchise's sponsorship portfolio.

TVS Eurogrip

The Madurai-based two- and three-wheeler vehicles' tyre manufacturing brand of TVS Srichakra Ltd was announced as a Principal Partner of the CSK in a three-season deal—covering IPL 2022, 2023 and 2024—in November 2021. The deal is reportedly worth north of ₹100 crore.

As per the deal, the TVS Eurogrip logo features on the front of the CSK matchday shirts, replacing that of e-commerce company Myntra, which held the principal front-of-shirt sponsorship for IPL 2021. The partnership also entails co-branded fan-engagement initiatives.

India Cements

Owner of the franchise, the Chennai-based cement manufacturer has been a Principal Partner and back-of-shirt sponsor of the CSK since the inception of the IPL back in 2008. Its logo can be seen above the kit number on the back of the team's matchday shirt.

In March 2022, India Cements launched two CSK-themed products: Conkrete Super King and Halo Super King.

Gulf

The Indian arm of the Pittsburgh-headquartered global oil company has been a Principal Partner and front-of-shirt sponsor of the CSK since 2011. Gulf's logo can be seen at the front of the team's matchday shirt, on the top left corner.

SNJ Distilleries

Following brands are listed on the CSK website as their Principal Partners — the premium tier of the franchise's sponsorship portfolio.

British Empire

British Empire's logo can be seen at the back of the CSK players' caps and helmets. For obvious reasons, the announcement of British Empire as a sponsor was a matter of controversy for the Chennai-based franchise, but the two parties have continued their association thus far.

SNJ 10000

SNJ 10000's logo can be seen on the sleeves of the CSK matchday shirt. The partnership has seen the CSK's star players like MS Dhoni and Suresh Raina make appearances in the beer's ad campaigns over the years.

In March 2022, the partnership was extended in a three-season agreement, with the new deal set to run until IPL 2024. With a marketing budget of ₹40 crore, the partnership grants SNJ visibility on the strong arm of the CSK jersey as well as on both sides of the team's matchday trousers.

Reliance Jio

The Mumbai-based Indian telecom giant has maintained a sponsorship deal with all eight teams across IPL since the 2018 season. For the CSK, Jio's logo can be seen on the left of the team's matchday cap and helmet.

Nippon Paint

The Indian arm of the Osaka-headquartered Japanese paint and paint products manufacturer serves as an Associate Sponsor to the team since 2018. Its logo can be seen on the sleeves of the CSK matchday shirt.

Astral Pipes

The Ahmedabad-headquartered plumbing and drainage systems manufacturer was announced as a Principal Partner of the CSK in March 2021.

Equitas Small Finance Bank

The Chennai-based small finance bank serves as the team's Official Retail Banking Partner since August 2020. It previously signed a principal sponsorship agreement with the franchise in 2018.

Official Partners

Following brands are listed on the CSK website as their Official Partners — the second tier of the franchise's sponsorship portfolio.

Dream11

Apart from being an Official Partner to the IPL itself, the Mumbai-headquartered Indian fantasy sports platform serves as the designated fantasy sports partner to six out of eight teams in the tournament, excluding the Kolkata Knight Riders and the Royal Challengers Bangalore.

Pouring Partner

Amul Kool

The flavoured milk brand of Anand-headquartered Indian dairy giant Amul is listed as a Pouring Partner of the CSK for IPL 2022 on the team's official website. Apart from branding rights, the deal grants Amul pouring rights for its Kool drinks at all CSK-affiliated events.

Digital Partners

Amazon Pay

For IPL 2022, the official online payments service of Seattle-headquartered American tech giant Amazon is serving as a Digital Partner to the CSK.

Aqilliz

The Singapore-headquartered blockchain solutions provider has also been onboarded by the CSK as a Digital Partner for IPL 2022.

Radio Partners

Following radio stations serve as the exclusive radio partners to the CSK. The partnership sees them offer fans unique "money can't buy" experiences.

Fever FM

The Chennai arm (91.9 FM) of the national radio network has been a radio partner of the franchise since April 2018.

Hello FM

Owned by Malar Publications, Hello FM is a private radio station operating within Tamil Nadu that has been a partner of the franchise since April 2009.

Merchandise Partners

Following is a list of brands the CSK have a merchandising deal with. The deal sees these brands make CSK-themed products for their fans, as well as provide exclusive experience opportunities.

Atlasware

Atlasware is a stainless-steel household products manufacturer based in Chennai.

Basicslife.com

Basicslife.com is a menswear e-store based in Chennai.

boAt

boAt is a manufacturer and marketer of audio products, adapters and cables. It serves as the Official Audio and Merchandise Partner to six IPL teams, excluding the SunRisers Hyderabad and the Rajasthan Royals.

Christy Textiles

Christy Textiles is a manufacturer of bed and bath linens based in Tiruchengode, Tamil Nadu.

Cover It Up

Cover It Up is a Chennai-based manufacturer of customisable pop culture-themed products ranging from stationery to smartphone accessories.

EUME

EUME, a lifestyle brand known for backpacks, rain covers and protective masks, has been a merchandising partner of the CSK since September 2020.

FanCraze

FanCraze is a blockchain-based decentralised marketplace for officially licensed cricket NFTs.

FanPlay IoT

FanPlay is an Internet of Things-powered fan-engagement platform that has been serving as the official fan engagement partner to the CSK since IPL 2020 and is also listed as a CSK Merchandise Partner for IPL 2022.

The FanPlay app taps into wearable tech that monitors information like the wearer's heart rate and blood pressure, and by measuring such metrics during a game — using the data to infer the emotional changes a person has gone through while watching a game — the app rewards the fans in a metric called FanEmote.

Fully Filmy

Fully Filmy is a pop culture-themed manufacturer of posters, backpacks and stationery. The Chennai-based company signed on as a CSK Merchandise Partner ahead of IPL 2021.

ICICI Bank

TThe Vadodara-headquartered Indian multinational bank was announced as Merchandise Partner of the CSK in March 2022. Apart from branding rights, the deal sees the two release exclusive CSK-branded ICICI credit cards with unique benefits for the team's fans.

Kaadoo Games

Kaadoo is a manufacturer of board and card games based in Bangalore.

Levista Instant Coffee

The Bangalore-based coffee brand serves as the Official Coffee and Merchandising Partner to the CSK since September 2020.

NAC Jewellers

NAC is an Indian jewellery brand based in Mylapore and Chennai, Tamil Nadu.

Nasher Miles

The Mumbai-based contemporary travel products manufacturer serves as the Licensed Travel Partner to the CSK.

The Souled Store

The Souled Store is a Mumbai-based manufacturer of pop culture-themed products ranging from clothing to stationery.

Punjab Kings

Formerly known as the Kings XI Punjab, this Mohali-based team are yet to make a proper claim to the coveted IPL crown. Now known as the Punjab Kings, the team had yet another below-par showing last year as they bowed out with a sixth-place league finish. This time, they'll want to at least make the Playoffs.

Here are Punjab Kings' sponsors for IPL 2022.

:ITLE SPONSOR

:bixCash

'unjab Kings Sponsors - EbixCash

[he Mumbai-headquartered financial exchange disruptor signed a three-year leal as the PBKS's Title Sponsor in October 2019, replacing Hindi news ıetwork Aaj Tak's logo on the front of the PBKS matchday shirts.

'RINCIPAL SPONSORS

3KT

Punjab Kings Sponsors - BKT

[n March 2022, Mumbai-based tire manufacturer BKT (Balkrishna Industries Limited) was announced as the Official Tire Partner for eight IPL teams—the Mumbai Indians, the Delhi Capitals, the Royal Challengers Bangalore, the Kolkata Knight Riders, the Punjab Kings, the Rajasthan Royals, the SunRisers Hyderabad and the Gujarat Titans—for the 2022 season.

BKT has been serving the PBKS as their back-of-matchday-shirt sponsor since IPL 2021.

Reliance Jio

The Mumbai-based Indian telecom giant has maintained a sponsorship deal with all eight teams across the IPL since the 2018 season. For the PBKS, Jio was the principal back-of-shirt sponsor on the team's matchday shirt during the 2018 season, their chest sponsor for the 2019 and 2020 seasons, and currently serves as a sleeve sponsor.

Dream11

Punjab Kings Sponsors - Dream11

Apart from being an Official Partner to the IPL itself, the Mumbai-headquartered Indian fantasy sports platform serves as the designated fantasy sports partner to seven teams in the tournament, excluding the Kolkata Knight

Riders, the Royal Challengers Bangalore and the Lucknow Super Giants. Dream11 is also a PBKS sleeve sponsor for IPL 2022.

boAt

boAt is a manufacturer and marketer of audio products, adapters and cables. In March 2022, ahead of IPL 2022, the company was announced as the official wearables partner of the PBKS for IPL 2022.

All Seasons Hand Rub

All Seasons Hand Rub is a hand sanitiser brand from luxury whisky maker All Seasons. It joined the Punjab Kings sponsorship portfolio ahead of the 2021 IPL as their Official Safety Partner. It's currently serving the team as a sleeve sponsor for their matchday shirt.

Lotus Herbals

Punjab Kings Sponsors - Lotus

The New Delhi-based natural cosmetics brand joined the Punjab Kings sponsorship portfolio ahead of the 2021 IPL as a Principal Sponsor. It currently serves as the chest sponsor for the team's matchday shirt.

Also Read – IPL 2022: Punjab Kings SWOT Analysis

PARTNERS

BodyCare

The Greater Noida-based innerwear brand joined the Punjab Kings sponsorship portfolio as an Official Partner ahead of the 2021 IPL.

T10Sports

The Gurgaon-headquartered sportswear brand has been serving as the Official Kit & Merchandise Partner to the PBKS since the 2018 season, when it replaced Jalandhar-based rival brand TYKA Sports.

:oca-Cola

:oca-Cola's association with the PBKS began back in April 2011, when it eplaced rival American beverages giant PepsiCo. It currently serves the ranchise as their Official Uplifting Partner.

:ingfisher

:he United Breweries Group-published calendar and packaged drinking water s a long-time sponsor of the PBKS, with Kingfisher listed as their Official Good Times Partner.

:otak

:he Mumbai-headquartered banking products and financial services provider as been serving as an Official Partner to the PBKS since September 2020. As er the deal, Kotak has designed PBKS-themed debit and credit cards for the eam's supporters.

Tech Mahindra

The Pune-based tech company became the PBKS's Official Digital Fan Engagement Partner in September 2020, helping the franchise to launch an official app via which they aim to boost fan engagement with exclusive content and access to unique experiences.

Spektacom Technologies

Founded by Anil Kumble, Spektacom is a sports tech company headquartered in Bangalore that was announced as the PBKS's Official Smart Bat Partner in September 2020. Spektacom works with the team to provide advanced batting analytics with the help of its PowerStickerTM, which can be pasted on any cricket bat and provide real-time data with every swing.

The Souled Store

The Souled Store is a Mumbai-based manufacturer of pop culture-themed products ranging from clothing to stationery. It's serving as an official merchandising partner to the PBKS for IPL 2022.

Endura MASS

The weight-gaining nutritional supplement was announced as the Official Nutrition Partner of PBKS in April 2021.

Asian Footwear

The New Delhi-headquartered Indian footwear brand was announced the Official Footwear Partner of the PBKS in April 2021.

Hindware Italian Collection

The Italian range of the Indian sanitaryware and faucets products manufacturer was announced as the Official Refreshing Partner of the PBKS in March 2022. As part of the branding rights, the partnership entails the Hindware Italian Collection logo featuring on the PBKS matchday headgear.

Nestlé Munch

In April 2022, Nestlé Munch was announced as the official crunch partner of four IPL teams: the Royal Challengers Bangalore, the Punjab Kings, the SunRisers Hyderabad and the Kolkata Knight Riders. The partnership entails production of limited-edition Nestlé Munch packs carrying branding of the aforementioned teams. Scanning these packs offers the consumers a "unique 360-degree digital experience with their favourite team". The deal also entails cricket-themed games via which fans can avail unique money-can't-buy experiences.

McDonald's India – North and East

The northeastern division of the Indian subsidiary of the global fast-food giant was announced as a PBKS partner in May 2022. The deal sees McDonald's India – North and East offer a Punjab Kings-themed signature meal to its customers.

Delhi Capitals

Formerly known as the Delhi Daredevils, the Delhi Capitals are yet to win the much-coveted IPL trophy. Despite having finished last season's league stage top of the table, the Capitals failed to capitalise on their momentum and crashed out of the Playoffs, something they'll be looking to rectify this time round.

Here's a list of Delhi Capitals' (DC) sponsors for IPL 2022.

PRINCIPAL SPONSORS

JSW

The Mumbai-headquartered conglomerate serves as a Principal Sponsor to the DC since IPL 2020. In March 2021, the two parties announced an extension to their deal that is set to see JSW hold the principal front-of-shirt branding rights on the DC matchday shirt until 2023.

Apollo Steel Tubes

The Ghaziabad-headquartered steel tubes manufacturer serves as a Principal Sponsor to DC since IPL 2019. It held principal back-of-shirt sponsorship on the team's matchday kit in 2019, but since 2020 has its logo branded at the front, on the top left.

OctaFX

The London-based online forex broker initially joined the DC as their Official Trading Partner ahead of the 2021 IPL. OctaFX is the exclusive sponsor for all of the digital content the team produce for their in-house channel, DCTV.

In February 2022, the DC extended their partnership with Octa, making it one of their Principal Sponsors for IPL 2022. The Octa logo, thus, features on the back of the DC matchday shirt.

Reliance Jio

The Mumbai-based Indian telecom giant has maintained a sponsorship deal with all eight teams across the IPL since the 2018 season. For the DC, Jio's logo can be seen on the sleeves of the team's matchday shirt.

ASSOCIATE SPONSORS

Wrogn Active

The sportswear division of Virat Kohli's fashion brand Wrogn has been serving as the official kit supplier to the Capitals since the 2021 IPL season.

Acko

The Mumbai-headquartered general insurance company serves as the DC's Associate Sponsor and Official Insurance Partner since September 2020.

Nissin

The Tokyo-headquartered Japanese instant noodles company serves as an Associate Sponsor to DC since September 2020. Nissin's logo can be seen at the front of DC's matchday trousers.

Cornitos

Owned by Greendot Health Foods, the Faridabad-based nachos brand was announced as DC's Official Snack Partner in March 2021. The Cornitos logo features on the team's matchday and training jerseys.

Evolut Wellness

The Hyderabad-based fitness brand joined DC as their Official Fitness Partner ahead of the 2021 IPL.

Dream11

Apart from being an Official Partner to the IPL itself, the Mumbai-headquartered Indian fantasy sports platform serves as the designated fantasy sports partner to seven teams in the tournament, excluding the Kolkata Knight Riders, the Royal Challengers Bangalore and the Lucknow Super Giants.

GMR Aerocity

GMR Aerocity is a commercial district located near Terminal 3 of the Delhi airport, also known as Indira Gandhi International Airport.

GMR Aerocity was announced as an Associate Sponsor of DC in April 2021. As part of the deal, the Aerocity boasts a 100 ft-long DC-themed mural.

In March 2022, GMR Aerocity was announced as the Official Community Partner of the DC for IPL 2022.

PARTNERS

Bolt.Earth

India's Bangalore-headquartered electric vehicle (EV) charging network Bolt.Earth was announced as the DC's EV Charging Partner for IPL 2022 in March 2022.

RapiPay

he Noida-headquartered Indian neo-banking system was announced as the C's Neo Banking Partner for IPL 2022 in March 2022.

ira 91

he Indian craft beer brand was announced as the Official Cheer Partner of the C in March 2022 on a five-year deal. Apart from branding rights, the artnership also entails the two parties collaborating over fan-engagement nitiatives.

Iero Vired

he New Delhi-based e-learning platform was announced as the DC's Edtech artner for IPL 2022 in March 2022.

eagram's Royal Stag

he Indian whisky brand was announced as an Official Partner of the DC for PL 2022 in March 2022.

MYFITNESS Peanut Butter

The Silvassa, Dadra and Nagar Haveli-based Indian peanut butter brand was announced as an official partner of the DC in March 2022.

Kotak

The Mumbai-headquartered banking products and financial services provider serves as an Official Partner to the DC since September 2020. As per the deal, Kotak has designed DC-themed debit and credit cards for the team's supporters.

BKT

In March 2022, Mumbai-based tire manufacturer BKT (Balkrishna Industries Limited) was announced as the Official Tire Partner for eight IPL teams—the Mumbai Indians, the Delhi Capitals, the Royal Challengers Bangalore, the Kolkata Knight Riders, the Punjab Kings, the Rajasthan Royals, the SunRisers Hyderabad and the Gujarat Titans—for the 2022 season.

Western Digital

The California-based digital storage products manufacturer was roped in by the DC as their Official Storage Partner in November 2020.

FanCode Shop

The Mumbai-based fan apparel company has an Official Fan Merchandise Partnership with the DC.

Fever 104 FM

The HT Media-owned FM radio network also serves as an Official Partner to the DC. It has helped the IPL team launch DCT Radio to increase fan engagement by introducing several initiatives.

Optimum Nutrition

Based out of Heerenveen in the Netherlands, Optimum Nutrition joined the DC as their Official Nutrition Partner ahead of the 2021 IPL. Optimum helps the players achieve their performance-based goals.

Maxirich

Mumbai-based Cipla Health's multi-vitamin health supplement brand joined the DC as their Official Immunity Partner ahead of the 2021 IPL.

LG OLED

DC's partnership with South Korean electronics brand LG Electronics sees the company's latest OLED TV listed as a Partner on the team's website. LG Electronics holds image rights for DC's players to feature in its promotional content.

Hunk Aqua

Hunk Aqua is a packaged drinking water brand based out of Lucknow that also serves as a Partner to the Delhi Capitals.

Here are their sponsors for IPL 2022.

Asian Footwears

The Indian footwear brand was announced as the Official Footwear Partner of the DC for IPL 2022 in March 2022.

Royal Challengers Bangalore

Call them the bridesmaid that never gets to be the bride; call them the South Africa of the IPL. For all their potential, the Royal Challengers Bangalore are yet to win the Indian Premier League. They did make the Playoffs last year, but the trophy evaded them yet again.

Now, another IPL campaign beckons the Royal Challengers. Will this be the year they end the eternal wait?

Here are the sponsors of the Royal Challengers Bangalore for IPL 2022.

TITLE SPONSOR

Muthoot Fincorp

Part of the Kerala-based conglomerate Muthoot Pappachan Group, financial services company Muthoot Fincorp serves as the Title Sponsor to the RCB since February 2020, when it took the role over from Virat Kohli's youth fashion brand Wrogn. The deal puts the company's logo in front of the RCB matchday and training shirts.

An extension between the two parties was announced in March 2022, with Muthoot Fincorp returning as the RCB's Title Sponsor to cover IPL 2022 as well.

PRINCIPAL PARTNERS

DP World (Dubai Ports World)

The Dubai-based logistics company signed a long-term deal with the RCB to become their Global Logistics Partner in September 2020. The deal sees DP World provide the franchise with logistics support.

Reliance Jio

The Mumbai-based Indian telecom giant has maintained a sponsorship deal with all eight teams across the IPL since the 2018 season.

Exide

The Kolkata-headquartered storage battery manufacturer and life insurance provider also serves as a Principal Sponsor to the RCB.

ASSOCIATE PARTNERS

MPL (Mobile Premier League)

The Bangalore-headquartered mobile eSports and fantasy sports platform has been an Associate Partner of the RCB since August 2020. The deal sees MPL offer exclusive fan engagement opportunities to the RCB fanbase.

Meesho

The Bangalore-based Indian e-commerce company was announced as the official online shopping partner and the lead trouser branding partner for four IPL teams—the Mumbai Indians, the Rajasthan Royals, the Gujarat Titans and the Royal Challengers Bangalore—in March 2022 in a deal covering the 2022 season of the Indian Premier League.

Chola MS General Insurance

The Chennai-based general insurance firm was announced as an Associate Partner of the RCB ahead of IPL 2022.

boAt

boAt is a manufacturer and marketer of audio products, adapters and cables. During IPL 2020, it served as the Official Audio and Merchandise Partner to six IPL teams, excluding the SunRisers Hyderabad and the Rajasthan Royals.

In March 2022, it was announced that boAt would serve as the official audio and wearable partner of three IPL teams—the Royal Challengers Bangalore, the Gujarat Titans and the Punjab Kings—while also extending its partnership with the Kolkata Knight RIders to continue serving them as their official audio partner for IPL 2022.

Puma

The German sportswear giant signed a three-year deal to become the RCB's Official Kit Supplier starting from IPL 2021. The partnership also grants Puma rights to design and sell replica jerseys and RCB-themed merchandise.

Nippon Paint

The Indian arm of the Osaka-headquartered Japanese paint and paint products manufacturer joined the RCB sponsorship portfolio as an Associate Partner ahead of the 2021 IPL.

OFFICIAL PARTNERS

Kingfisher

While the RCB officially cut all ties with Vijay Mallya's Kingfisher in February 2018 by replacing the Kingfisher logo from the back of their matchday shirt with that of Duraguard, the Kingfisher Premium beer continues to be listed as an Official Partner of the franchise on their website.

Nestlé Munch

The chocolate bar brand served as the RCB's official "crunch partner" in IPL 2018.

In April 2022, Nestlé Munch was announced as the official crunch partner of four IPL teams: the Royal Challengers Bangalore, the Punjab Kings, the SunRisers Hyderabad and the Kolkata Knight Riders. The partnership entails production of limited-edition Nestlé Munch packs carrying branding of the aforementioned teams. Scanning these packs offers the consumers a "unique 360-degree digital experience with their favourite team". The deal also entails cricket-themed games via which fans can avail unique money-can't-buy experiences.

BuyStars

The Arkimy Technologies Private Limited-owned online ecommerce platform for cricket trading cards and fantasy gaming platform was one of the newest entries on the RCB sponsorship portfolio ahead of IPL 2022.

Open.Money

The Bangalore-headquartered neobank was onboarded by the RCB as an Official Partner ahead of IPL 2022.

BKT

Ahead of the 2021 IPL season, Mumbai-based tire manufacturer BKT (Balkrishna Industries Limited) signed a sponsorship deal with seven out of eight teams (excluding the SunRisers Hyderabad) in March 2021 to become their Official Tire Partner.

Jar

A Bangalore-based gold investment platform, Jar was also onboarded by the RCB as an Official Partner ahead of IPL 2022.

Redcliffe Labs

The Noida-headquartered Indian diagnostic and healthcare services provider was announced the official diagnostics partner of the RCB in March 2022.

Restolex

The bangalore-headquartered sleep products manufacturer was also onboarded as an official partner of the RCB ahead of IPL 2022.

StockGro

The Bangalore-based Indian social trading platform was announced as an official partner of the RCB in March 2022. The deal entails StockGro ads featuring during broadcasts of the RCB matches on Disney+ Hotstar throughout IPL 2022, with the company also receiving rights to distribute RCB merchandise to reach out to the team's fans.

Birla Estates

The Mumbai-headquartered Indian real estate developer was onboarded by the RCB as an official partner ahead of IPL 2022.

iB Cricket

iB Cricket is a cricket-oriented virtual reality experience. As per its partnership with the RCB, iB Cricket conducts fan tours where RCB fans can be part of an exclusive gaming experience where they get to play alongside their favourite RCB players in a VR-induced scenario.

Kotak

The Mumbai-headquartered banking products and financial services provider further strengthened its ties with the IPL by signing a sponsorship deal with seven teams—excluding the Chennai Super Kings—in April 2021. As per the deal, Kotak designs debit and credit cards specifically themed for each IPL team it has partnered with.

In February 2022, it was announced that the RCB were launching their own podcast called 'The RCB Podcast', which was being powered by Kotak Mahindra Bank.

Sosyo Drink

Sosyo is an aerated drink manufactured by Hajoori and Sons with great historical importance. It was launched in Surat in 1927 as part of India's Swadeshi movement.

NVY – Enviously Yours

The Bangalore-based LED TV manufacturer was onboarded by the RCB as their official LED TV partner ahead of IPL 2022.

Fever 104 FM

The HT Media-owned FM radio network returned to the RCB sponsorship portfolio as an official partner ahead of IPL 2022, having served as an Official Radio Partner of the team in the past.

DIGITAL PARTNER

KreditBee

Owned by Bangalore-based Finnovation Tech Solutions Private Limited, instant personal loan providing platform KreditBee was announced as the Digital Partner of the RCB in March 2022.

OFFICIAL COMMERCIAL PARTNER

DNA Networks

The Bangalore-headquartered sports event management company serves as the official Event Management Agency and Exclusive Commercial Partner of the RCB, as per the last extension between the two parties that was announced in February 2020, ahead of IPL 2020.

Rajasthan Royals

A seventh-place finish in the league table was all the Rajasthan Royals could muster over the two legs of IPL 2021 last year. They go again, this time wanting to avoid last year's embarrassment as they try to make a push for at least a Playoff spot.

Here are Rajasthan Royals' sponsors for the 2022 Indian Premier League season.

TITLE SPONSOR

Happilo

The Bangalore-based Indian nuts-, seeds-, and berries-based snacking products manufacturer was announced as the RR's Title Sponsor for IPL 2022 in March 2022. Happilo, as per the deal, is set to serve as the principal front-of-matchday-shirt sponsor to the Rajasthan Royals throughout the season.

PRINCIPAL SPONSORS

Reliance Jio

The Mumbai-based Indian telecom giant has maintained a sponsorship deal with all eight teams across the IPL since the 2018 season. For the RR, Jio has been a Principal Sponsor since the start of IPL 2021 and its logo features on the sleeves of the team's matchday shirt.

In August 2020, Jio exclusively released a three-part documentary, titled Inside Story: A season with the Rajasthan Royals, that covered the side's 2019 IPL season.

Dollar Industries

The Kolkata-headquartered hosiery and innerwear producer was announced as a Principal Sponsor of the Rajasthan Royals on a multi-year deal in March 2022. As per the deal, the Dollar logo is set to feature on the front of the RR matchday shirt (chest sponsor).

BKT

Ahead of the 2021 IPL season, Mumbai-based tire manufacturer BKT (Balkrishna Industries Limited) signed a sponsorship deal with seven out of eight teams (excluding the SunRisers Hyderabad) in March 2021 to become their Official Tire Partner. For RR, BKT also serves as a Principal Sponsor, with its logo featuring on the back of the team's matchday shirt.

ASSOCIATE SPONSORS

tudds

he Faridabad-headquartered helmets and motorcycle accessories manufacturer igned a deal to become an Associate Sponsor of the RR in March 2021. The nitial two-year deal sees Studds' logo appear on the side of RR matchday elmets, hats, and caps.

Meesho

he Bangalore-based Indian e-commerce company was announced as the fficial online shopping partner and the lead trouser branding partner for four PL teams—the Mumbai Indians, the Rajasthan Royals, the Gujarat Titans and he Royal Challengers Bangalore—in March 2022 in a deal covering the 2022 eason of the Indian Premier League.

One Moto

The Indian division of British premium EVs firm One Moto was announced as an Associate Partner of the RR in March 2022. As per the deal, One Moto's logo is set to feature on the back of the RR playing headwear throughout IPL 2022. One Moto is also set to release RR-themed scooters, some of which are to be distributed across the Royals academies.

Goel TMT

The Raipur-based integrated steel venture joined the RR sponsorship portfolio as an Associate Sponsor ahead of the 2021 IPL.

OFFICIAL PARTNERS

Dream11

Apart from being an Official Partner to the IPL itself, the Mumbai-headquartered Indian fantasy sports platform serves as the designated fantasy sports partner to six out of eight teams in the tournament, excluding the Kolkata Knight Riders and the Royal Challengers Bangalore

n March 2022, the RR confirmed that they had extended their partnership with Dream11 to cover IPL 2022..

Kotak

The Mumbai-headquartered banking products and financial services provider has been serving as an Official Partner to the RR since September 2020. As per the deal, Kotak has designed RR-themed debit and credit cards for the team's supporters.

Fino Payments Bank

The Navi Mumbai-headquartered Indian financial services provider was announced as the official Digital Payments Partner of the Rajasthan Royals for IPL 2022 in March 2022. Apart from branding rights, the deal also entails collaboration between Fino and the Royals' corporate social responsibility arm, the Royal Rajasthan Foundation.

1Visit Barbados

In July 2021, the majority stakeholder of RR, EM Sports Holdings Ltd, acquired a majority stake in the Barbados Tridents, a Caribbean Premier League side, rebranding them as the Barbados Royals and establishing a relationship between the homes of the two Royals franchises.

Gujarat Titans

It's been a five-year wait, but the state of Gujarat finally has its own IPL team to cheer for once again. The current Titans squad might not fight for the title just yet, but fans will be hoping that this time the Gujarat franchise lasts long enough to be able to mount a title challenge and achieve long-term success.



Here are the sponsors of the Gujarat Titans for IPL 2022.

Astral Pipes

The Ahmedabad-headquartered plumbing and drainage systems manufacturer was announced as an associate sponsor of the Titans in March 2022. The deal puts the Astral Pipes logo on the matchday-shirt sleeves of the IPL newcomers.

boAt

In March 2022, it was announced that boAt would serve as the official audio and wearable partner of three IPL teams—the Royal Challengers Bangalore, the Gujarat Titans and the Punjab Kings.

Capri Global

The Mumbai-headquartered Indian investment firm signed a multi-year deal with the Titans in March 2022. The deal sees Capri Global serve as the chest sponsor for the Giants' matchday shirt.

ıer Energy

e Bangalore-headquartered Indian electric vehicles manufacturer was ıounced as the main sponsor of the Titans in February 2022. The two-year ıl, which is reportedly worth ₹20 crore a year, sees Ather Energy serve the newcomers as their principal front-of-matchday-shirt sponsor.

ɔthsi

ıe Indian teeth grooming and wellness brand was announced as the Titans' 'eat Smiles Partner in March 2022. The deal sees the toothsi logo feature on ɜ Titans matchday headgear.

ɔko

ıe Mumbai-headquartered Indian insurance company was announced as an sociate sponsor of three IPL teams—the Kolkata Knight Riders, the Gujarat itans and the Lucknow Super Giants—in February 2022.

KT

ı March 2022, Mumbai-based tire manufacturer BKT (Balkrishna Industries imited) was announced as the Official Tire Partner for eight IPL teams—the lumbai Indians, the Delhi Capitals, the Royal Challengers Bangalore, the olkata Knight Riders, the Punjab Kings, the Rajasthan Royals, the SunRisers lyderabad and the Gujarat Titans—for the 2022 season.

KT also serves as the Titans' back-of-matchday-shirt sponsor for IPL 2022.

ɜimpolo Ceramics

he Morbi, Gujarat-headquartered Indian luxury ceramics brand was onboarded ıs an Associate Partner of the Titans ahead of IPL 2022. As per the deal, the ɜimpolo logo features on the sleeves of the Titans matchday shirts.

esho

e Bangalore-based Indian e-commerce company was announced as the icial online shopping partner and the lead trouser branding partner for four teams—the Mumbai Indians, the Rajasthan Royals, the Gujarat Titans and Royal Challengers Bangalore—in March 2022 in a deal covering the 2022 ison of the Indian Premier League.

eam11

art from being an Official Partner to the IPL itself, the Mumbai-adquartered Indian fantasy sports platform serves as the designated fantasy orts partner to seven teams in the tournament, excluding the Kolkata Knight ders, the Royal Challengers Bangalore and the Lucknow Super Giants.

nCode

ie Mumbai-based fan apparel and sports streaming company has also been boarded as a Titans sponsor ahead of IPL 2022.

otak

arring the Chennai Super Kings and the Lucknow Super Giants, Mumbai-adquartered Indian bank Kotak has a sponsorship deal in place with every her IPL team. As per the deal, Kotak designs debit and credit cards ecifically themed for each IPL team it has partnered with.

mul

he Anand-headquartered Indian dairy giant has been onboarded by the Titans their official beverage partner for IPL 2022.

adio Mirchi

he Entertainment Network India Limited-owned nationwide private radio etwork has been onboarded by the Titans as their official radio partner for IPL 022.

ucknow Super Giants

he RPSG group already knows what running an IPL team entails, having xperienced the journey as owner of the Rising Pune Supergiant franchise that ayed the 2016 and 2017 seasons of the IPL. This time round, not only will PSG want to stick around for longer, they'll also want to grab a trophy as soon s possible.



lere are the sponsors of the Lucknow Super Giants (LSG) for IPL 2022.

redenc.com

he Gurugram-based online education loan provider was announced as an ssociate sponsor of the Super Giants in march 2022. As part of the branding ghts, the Credenc.com logo features on the sleeves of the Super Giants natchday shirts.

cko

he Mumbai-headquartered Indian insurance company was announced as an ssociate sponsor of three IPL teams—the Kolkata Knight Riders, the Gujarat itans and the Lucknow Super Giants—in February 2022.

Iy11Circle

he Indian fantasy sports platform became the Super Giants' first-ever official tle sponsor when it signed a three-year deal with the IPL newcomers in

uary 2022. The My11Circle logo, thus, features on the front of the Super
nts shirt.

GABYTE Technology and AORUS

e Taiwanese computer hardware manufacturer and its gaming hardware
nd were announced as official Lucknow Super Giants partners in February
22 in a deal set to cover IPL 2022. The deal puts the GIGABYTE and
)RUS logos on the Super Giants' matchday headgear.

eenply Industries

e NCR-based Indian infrastructure company was announced as an Associate
rtner of the Super Giants in March 2022. The deal sees Greenply serve the
L newcomers as the chest sponsor for their matchday shirts.

)

ıe Mumbai-based Indian telecom giant has maintained a sponsorship deal with
l eight teams across the IPL since the 2018 season. Now, as they join the
oup as newcomers, the Super Giants have also become a part of Jio's roster.

arwin Platform Group of Companies (DPGC)

he Mumbai-based Indian conglomerate was announced as an associate partner
f the Super Giants in March 2022 in a deal set to cover IPL 2022. The deal
es DPGC serve the IPL newcomers as their back-of-matchday-shirt sponsor.

oo Yum!

he RP-Sanjiv Goenka group-owned snacks brand was onboarded by the RP-
anjiv Goenka group-owned IPL team as an official sponsor ahead of the 2022
eason.

Sunrisers Hyderabad

Much like the franchise whose ashes they rose from, the SunRisers Hyderabad have reached the Holy Grail once. Last season was one to forget for them, however, as they finished their campaign bottom of the league table. This season, the only way to look is up, and the team will want to avoid their last-season display.



Here's a list of SunRisers Hyderabad's (SRH) sponsors for IPL 2022

TITLE SPONSOR

Cars24

The Gurgaon-headquartered used-car dealership was announced as the new Title Sponsor of the SRH in January 2022, replacing New Delhi-based cement manufacturer JK Lakshmi Cement. Covering the 2022 season of the IPL, the deal is set to see the Cars24 logo feature on the front and centre of the SRH matchday jersey.

PRINCIPAL SPONSORS

BKT

In March 2022, Mumbai-based tire manufacturer BKT (Balkrishna Industries Limited) was announced as the Official Tire Partner for eight IPL teams—the Mumbai Indians, the Delhi Capitals, the Royal Challengers Bangalore, the Kolkata Knight Riders, the Punjab Kings, the Rajasthan Royals, the SunRisers Hyderabad and the Gujarat Titans—for the 2022 season.

or the SunRisers Hyderabad, BKT is also a Principal Sponsor for IPL 2022, aking it the team's back-of-matchday-shirt sponsor as well.

ent Mineral RO

he Noida-headquartered water purifier systems manufacturer became a rincipal Sponsor of the SRH ahead of IPL 2021. Kent's logo replaced that of alvoline, the American motor oil company, at the front of the team's matchday hirt, on the top left corner.

eliance Jio

he Mumbai-based Indian telecom giant has maintained a sponsorship deal with ll eight teams across the IPL since the 2018 season.

CL

he Huizhou-headquartered Chinese electronics brand serves as a Principal ponsor to the SRH since August 2020.

ream11

part from being an Official Partner to the IPL itself, the Mumbai-eadquartered Indian fantasy sports platform serves as the designated fantasy ports partner to seven teams in the tournament, excluding the Kolkata Knight Riders, the Royal Challengers Bangalore and the Lucknow Super Giants.

Acko

The Mumbai-headquartered general insurance company was announced as the SRH's official insurance partner in September 2021, ahead of the return of IPL 2021 in the UAE.

In March 2022, it was confirmed that Acko will return as an SRH sponsor for IPL 2022.

PARTNERS

nCode Shop

ıe Mumbai-based fan apparel company has an Official Fan Merchandise rtnership with the SRH, which, in March 2022, was confirmed to also cover ɜ 2022 season of the IPL.

ınali Double Horse Urad Dall

ınali Double Horse is a blackgram manufacturer based in Tenali, Andhra adesh. Its Urad Dall brand serves as the Official Stamina Partner to the SRH ıce March 2019.

March 2022, it was confirmed that Tenali Double Horse will return as an ₹H sponsor for IPL 2022.

ɔtak

ıe Mumbai-headquartered banking products and financial services provider ıs served as the Official Card Partner to the SRH since September 2020. As ır the deal, Kotak has designed SRH-themed debit and credit cards for the am's supporters.

avbharat Times

wned by The Times Group, the Hindi-language newspaper was announced as new partner of the SRH in March 2022.

'rogn Active

he sportswear division of Virat Kohli's fashion brand Wrogn replaced ılandhar-headquartered sports equipment brand TYKA Sports as the official t supplier to the SRH ahead of IPL 2022.

hums Up

hums Up, an Indian cola brand of The Coca-Cola Company, was also ınounced as a new partner of the SRH in March 2022.

cDowell's No.1

he United Spirits Limited-manufactured Indian spirit brand was also nounced as a new partner of the SRH in March 2022.

letcroRush

he ORS (oral rehydration salts) brand of Ahmedabad-based Halewood aboratories was announced as the Official ORS Partner of the SRH in March 022. Apart from branding rights, the partnership also entails production of co-randed content.

ed FM

he Chennai-headquartered radio network has been a long-time associate of the RH. It served as their principal front-of-shirt sponsor during the 2015 and 018 seasons, the principal back-of-shirt sponsor during the 2017 and 2019 easons, and the chest (top-left on the front of shirt) sponsor during the 2014 nd 2016 seasons.

head of IPL 2022, in March 2022, it was announced that Red FM had started a ew partnership with the SRH.

Nestlé Munch

The chocolate bar brand of the Swiss food and drink giant was also announced as a new partner of the SRH in March 2022.

Binomo

The trading platform was confirmed as an SRH sponsor in May 2022. The deal entails exclusive discounts for the IPL team's fans on the platform, with Binomo leveraging the SRH brand to gain global visibility.

CHAPTER 4

Research Methodology

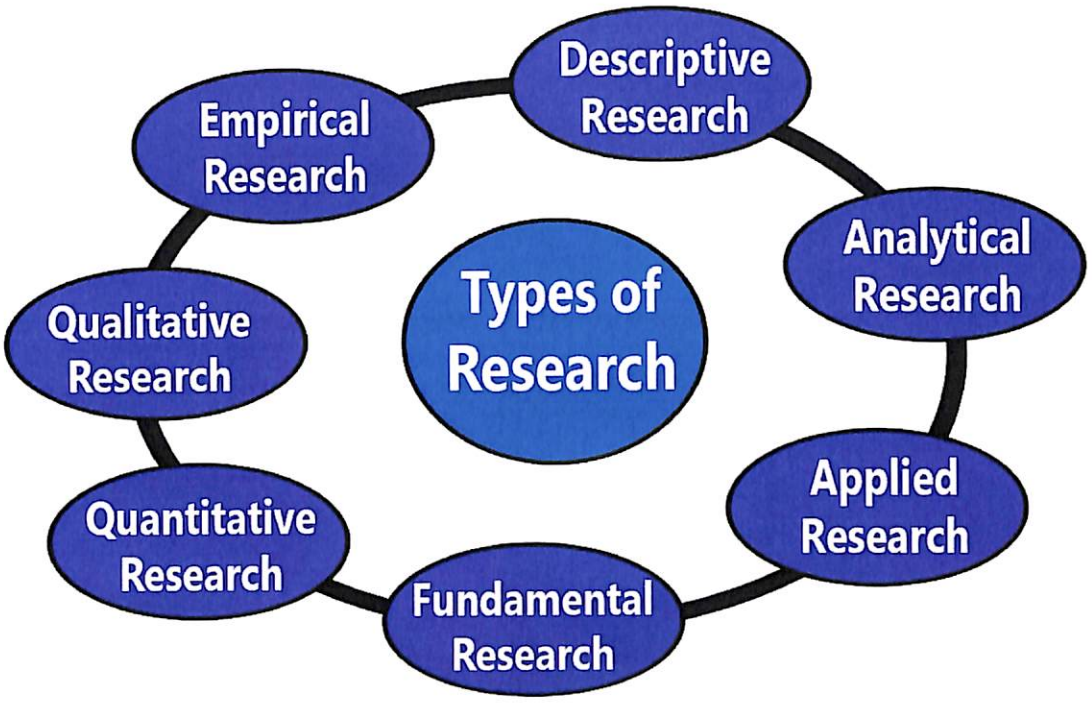
.1 Research Methodology

ecently the critical aspect of research, namely research methodology, receives ttle attention. As a result, much research, particularly in the social sciences, nvolves an excessive amount of word spinning and quotes. As a result, a lot of esearch is pointless. In the context of planning and development, it's worth oting that the importance of the study is determined by its quality rather than ts quantity. As a result, persons involved in research must pay close attention to reating and following suitable techniques throughout the research process to mprove the quality of the research. Although the process varies depending on he subject, the essential approach to research stays the same.

1.2 What is Research?

Research is a voyage of discovery. Research may also be defined as a scientific nd methodical search for relevant information on a particular topic. Research s, in reality, an art of scientific investigation. According to Clifford Woody, in is own words "Research entails defining and redefining problems, formulating ypotheses or suggested solutions, collecting, organizing, and evaluating data, deducing and arriving at conclusions, and finally carefully testing the conclusions to determine if they fit the formulating hypothesis". The goal of the research is to find answers to problems via the use of scientific processes. The major purpose of research is to uncover the truth that has been suppressed and has yet to be uncovered. Why do people undertake research? Factors such as Government instructions, work conditions, curiosity about new things, desire to comprehend causal linkages, societal thinking and awakening, and other causes may also inspire (or push) people to conduct the research

.3 Types Of Research



4.4 Basic Types of Research are:

1, Descriptive vs Analytical

Descriptive encompasses several types of surveys and fact-finding inquiries. The most important goal of descriptive research is to describe the current condition of circumstances. The major feature of this approach is that the researcher does not influence the variables; he can only describe what has occurred or is currently occurring. These kinds of studies include attempts by researchers to discover the causes even though they are unable to control the variables. Survey methods of various types, including comparative and correlational approaches, are used in descriptive research. Analytical research, on the other hand, requires the researcher to evaluate facts or information that is already accessible to produce a critical assessment of the material.

Applied vs Fundamental

pplied research tries to identify a solution to a problem that a society or an dustrial/business organization is now confronting. "'Pure' or 'basic' research is fined as obtaining data for the sake of gathering knowledge." Fundamental search is primarily focused on making broad generalizations and formulating eories. Fundamental research might include studies of natural phenomena or re mathematics. The main goal of applied research is to find a solution to an gent practical problem, whereas basic fundamental research aims to locate formation that has a wide range of applications and thereby contributes to the eviously structured body of scientific knowledge.

Quantitative vs Qualitative

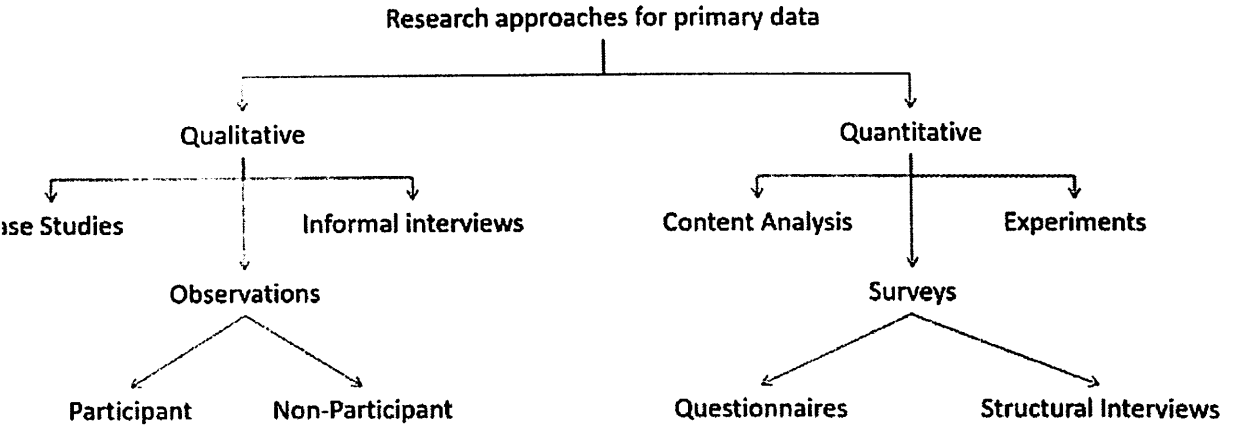
uantitative research is centred on determining the quantity or amount of mething. It can be used to describe phenomena that have a numerical value. ualitative research, on the other hand, is concerned with qualitative enomena, such as those involving or about quality or kind. In the behavioural iences, where the goal is to identify the fundamental causes of human haviour, qualitative research is very significant. We may analyse the many ements that push individuals to behave in a certain way or make them like or test a certain thing through such research.

Conceptual vs Empirical

he term "conceptual research" refers to the study that is concerned with ostract ideas or theories. Philosophers and intellectuals commonly utilise it to uild new concepts or reinterpret current ones. An empirical study, on the other and, depends solely on experience or observation, typically without concern or system or theory. When the proof is needed that some factors impact other ariables in some way, an empirical study is a method to go. Experiments and mpirical research are now often regarded as the strongest sources of evidence or a particular idea. All other sorts of research are variants of one or more of ne above-mentioned methodologies, dependent on the study's objective, the me it takes to complete it, the environment in which it is conducted, or some ther relevant feature.

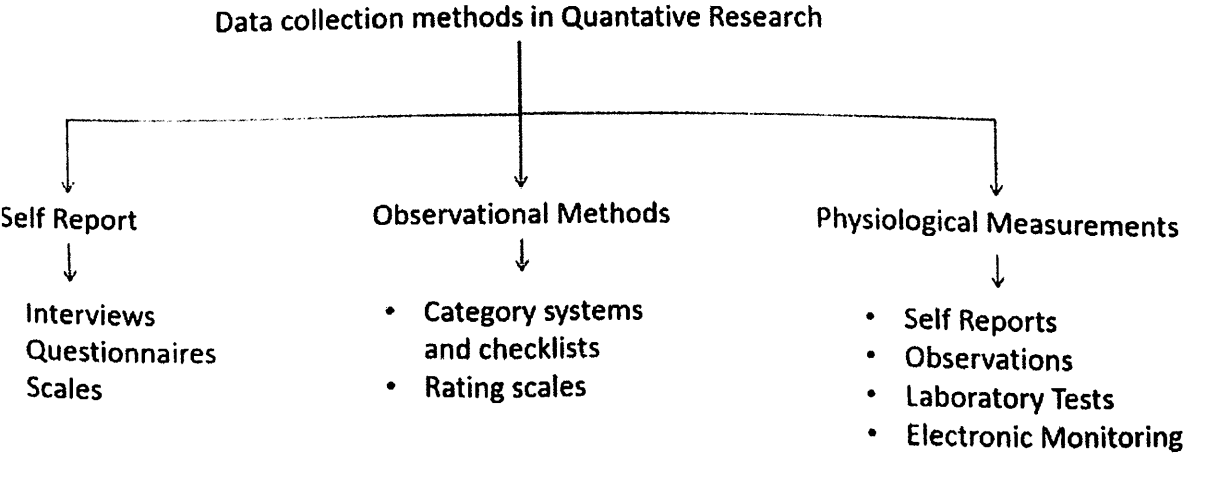
Primary Data

ere are basic approaches to data collections using primary methods:



.1 Quantitative Research Approach

e quantitative approach includes the creation of quantitative data that can be omitted to strict quantitative examination in a formal and disciplined manner.



.2 Qualitative research approach:

ɛ subjective assessment of attitudes, views, and behavior is central to the ılitative research approach. In this case, research is based on the researcher's ɜervations and impressions. Such a method of study yields outcomes that are ıer non-quantitative or have not been submitted to rigorous quantitative ılysis. Focus group interviews, projective approaches, and depth interviews often utilized methodologies.

Research Design:

research design is a method, framework, or technique for obtaining an ɜwer to a research topic while controlling variation."

5.1 Type of research design:

descriptive research design was used for this particular project.

7 Research Instrument:-

ıe instrument used for gathering data was a questionnaire. To supplement the imary data and to facilitate the process of drawing inference, secondary data ıs collected from published sources like magazines, journals, newspapers, ɛbsites, etc.

7.1 Primary Data

ıe questionnaire aimed at discovering the underlying motives and desires. It as also designed to find out how people feel or what they think about this ırticular subject to analyze the various factors which motivate people to ɛhave in a particular manner or which make people like or dislike.

7.2 Secondary data

rticles on effectiveness of sponsorship in IPL are taken from journals, articles, agazines published from time to time through the internet.

8 Sample Design and Size

this research project, Descriptive and Applied research design is used. dgment and convenience sampling methods will be used to get information out people's views and opinions. This method is used because we are terested in exploring gender, age, and interest in the topic. A structured uestionnaire is prepared and a sample of 101 respondents is taken from the age ategory of 15 & above, wherein respondents in the category 21-25 years of age ontributed the most.

.9 Sampling Size

t indicates the number of people to be surveyed. Though large samples give nore reliable results than small samples, due to constraints of time and location, he sample size was restricted to 101 respondents. The respondents belong to ifferent income groups and professions.

1.10 Sampling Unit

t defines the target population that will be sampled i.e. it answers who is to be surveyed. In this study, the sampling unit is the people of majorly around Mumbai and Navi Mumbai.

4.11 Tools and Techniques of Analysis:

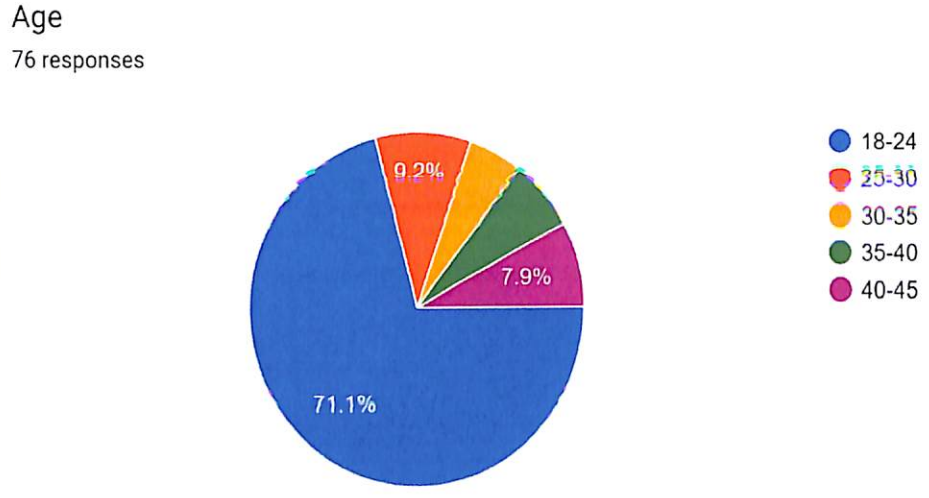
The data so far collected will be analyzed through the application of statistical techniques, such as pie charts.

CHAPTER 5

Data Interpretation

ta interpretation is the process of evaluating, cleansing, manipulating, and splaying data to identify useful information, conclude, and support decision-aking. In diverse business science and sociology domains, data interpretation cludes a variety of features and techniques, including multiple methodologies der a variety of labels.

What was the average age of the respondents?

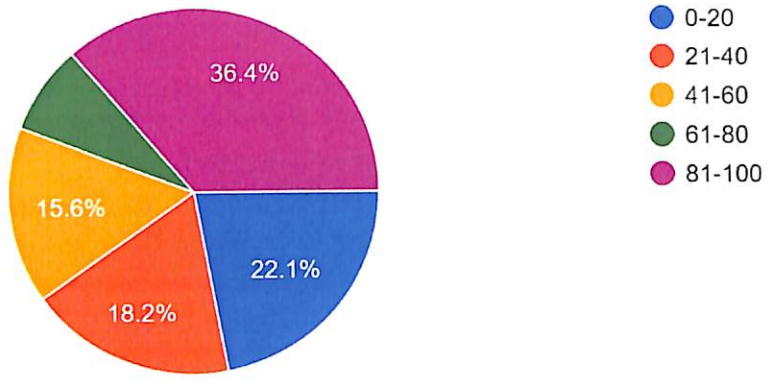


Objective: The purpose of asking this question is to find the average age of the respondents.

Data interpretation: The above graph shows us that most of the respondents are in the age group of 18-24. The next group of people who took part in this survey is people from the 25-30 age group who are of similar age to the surveyor and share the same interest. This shows that the respondents are mostly from the age group of 18-24 and that they are adults, the opinions on this survey will majorly be from an adult's point of view.

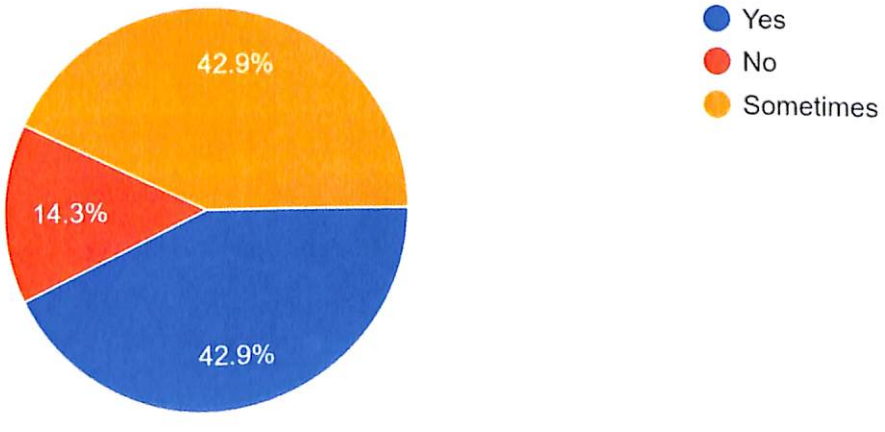
What percent of IPL matches do you watch every season?

77 responses



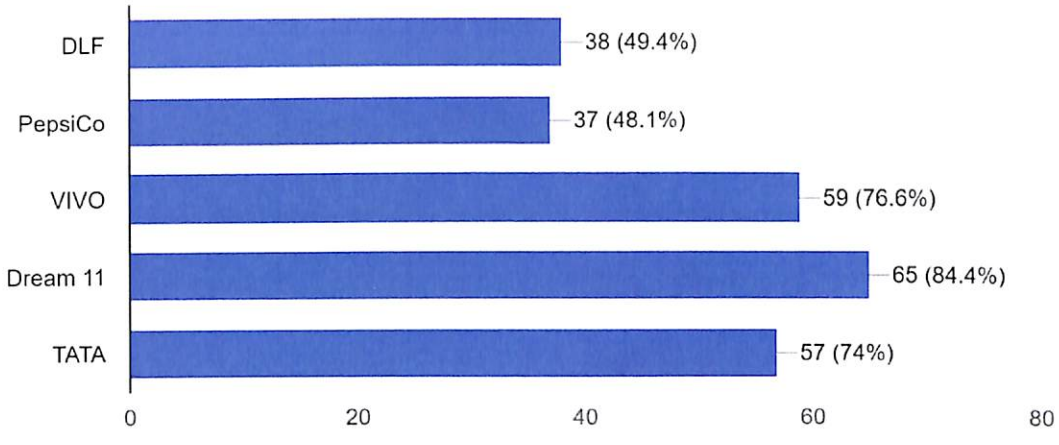
Do you watch the advertisement during a cricket match?

77 responses



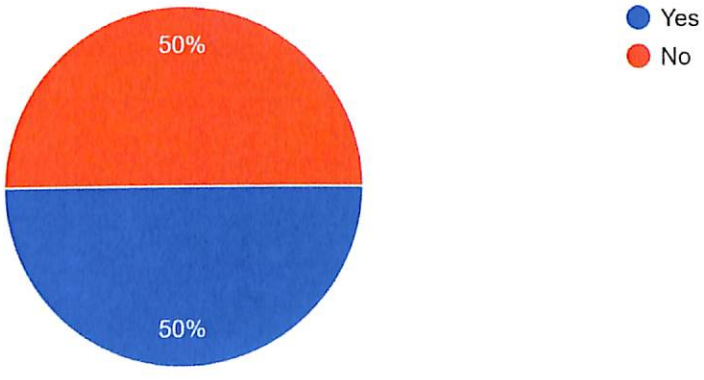
Which of these title sponsor of IPL are you aware of?

77 responses



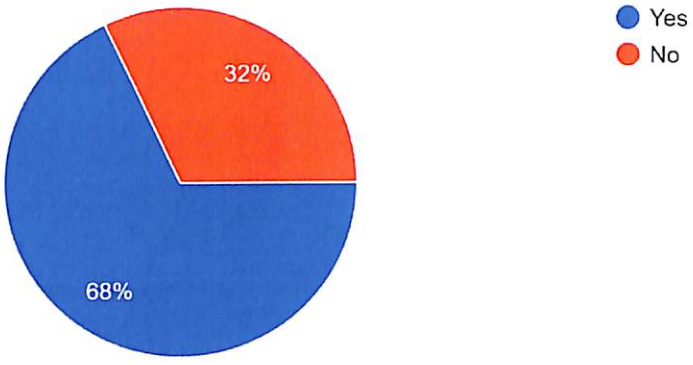
Do you prefer purchasing Products or Services offered by the sponsors of the IPL?

76 responses

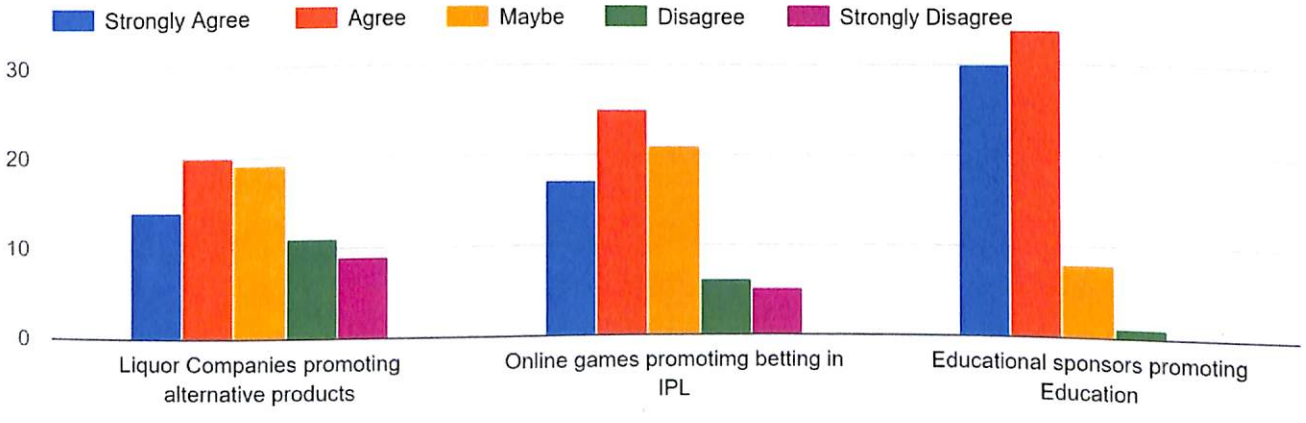


Do you think that there is over usage of advertisement in IPL?

75 responses

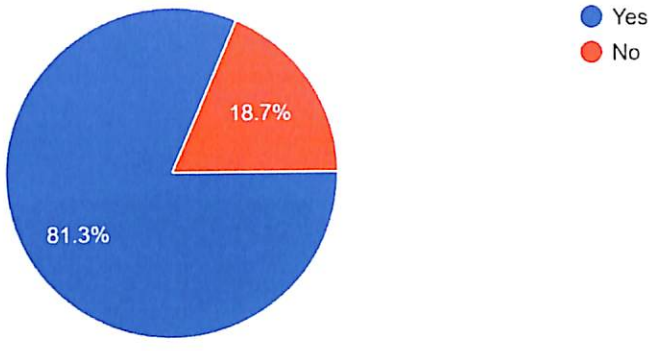


What is your opinion of sponsors of IPL



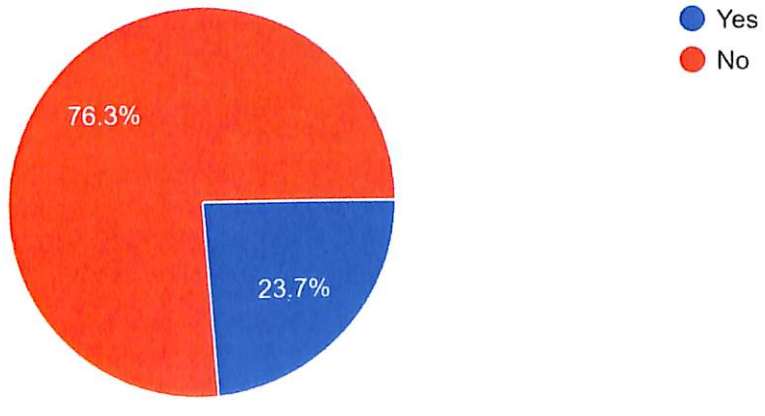
Being the title sponsor of 2022 IPL did TATA played a revolutionary move?

75 responses



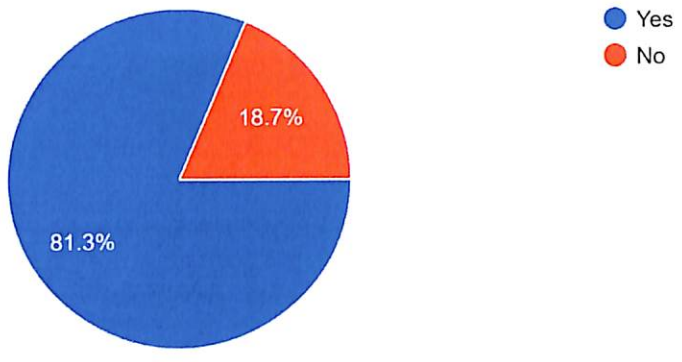
Did you download Tata Neu app Looking at the TATA IPL sponsorship?

76 responses



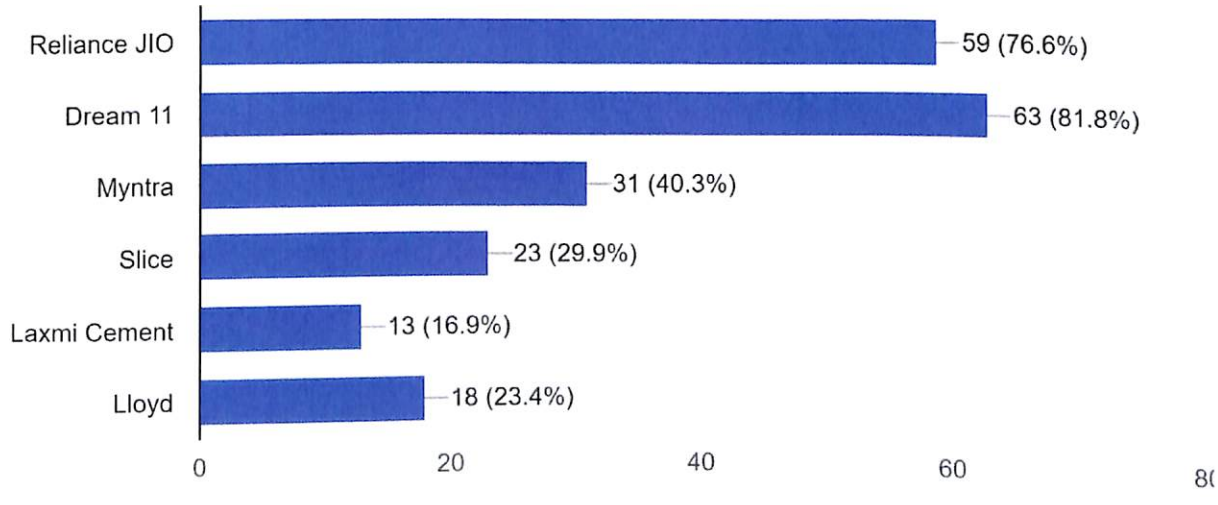
Do you think that the IPL can be a platform for promoting green product?

75 responses



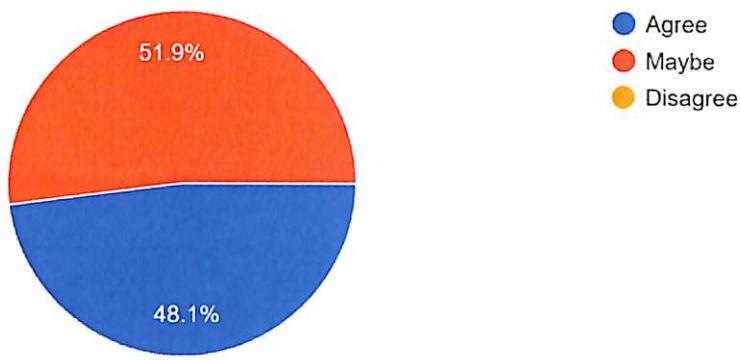
Which of these sponsor logo have you seen frequently on the jerseys of players?

77 responses



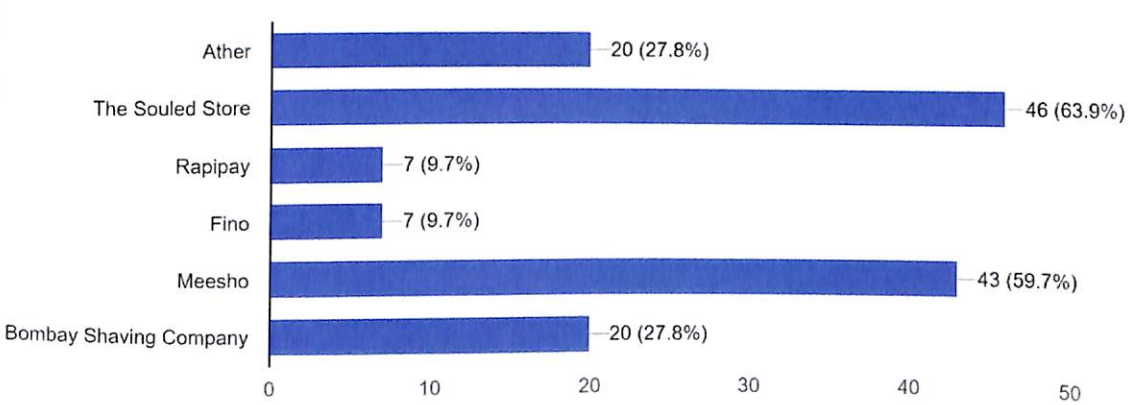
Do you agree with the part that start-ups have got positive impact after sponsoring various teams in IPL?

77 responses



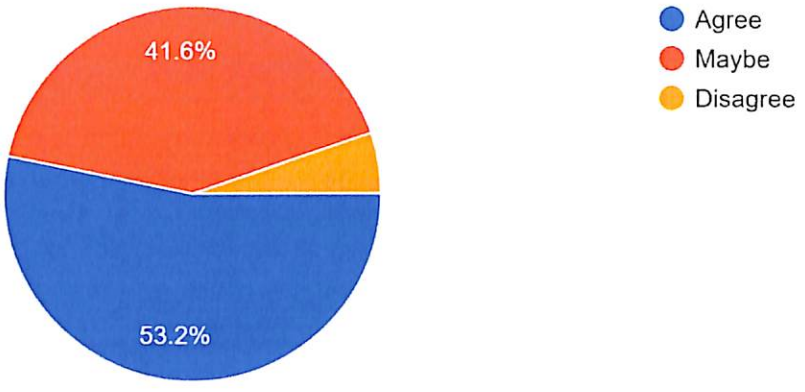
Will you buy products or services from the following Brands?

72 responses



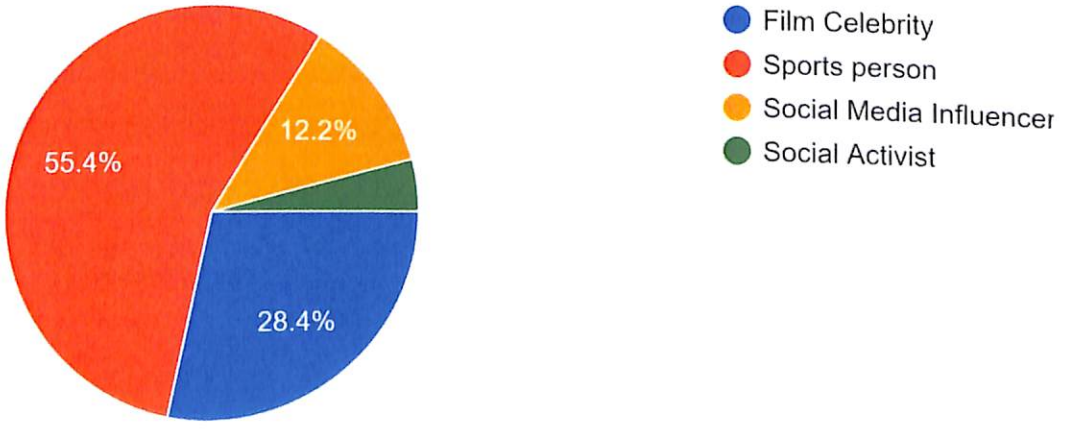
Do you think that the winning teams sponsors will have more brand impact than others?

77 responses



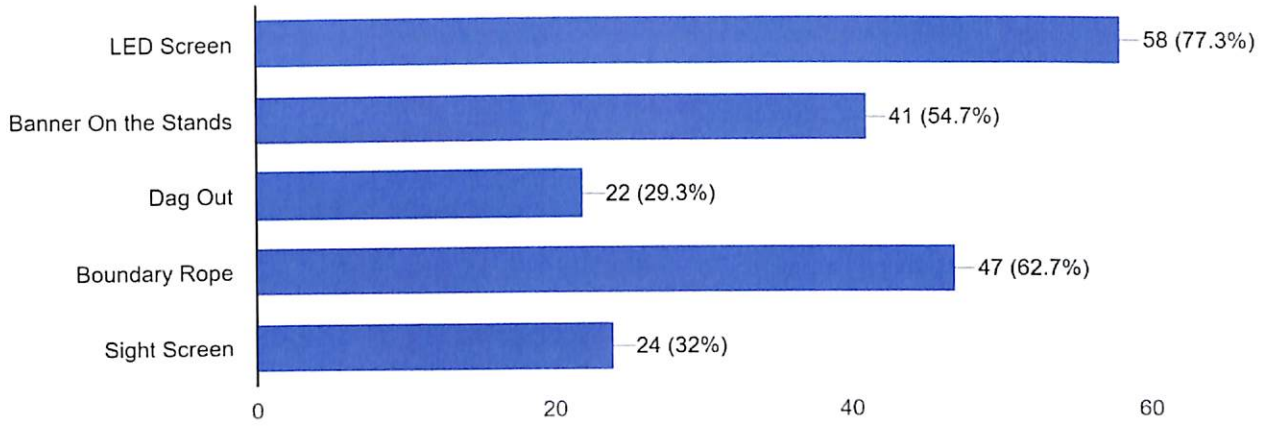
Who has the bigger influence purchasing a product?

74 responses



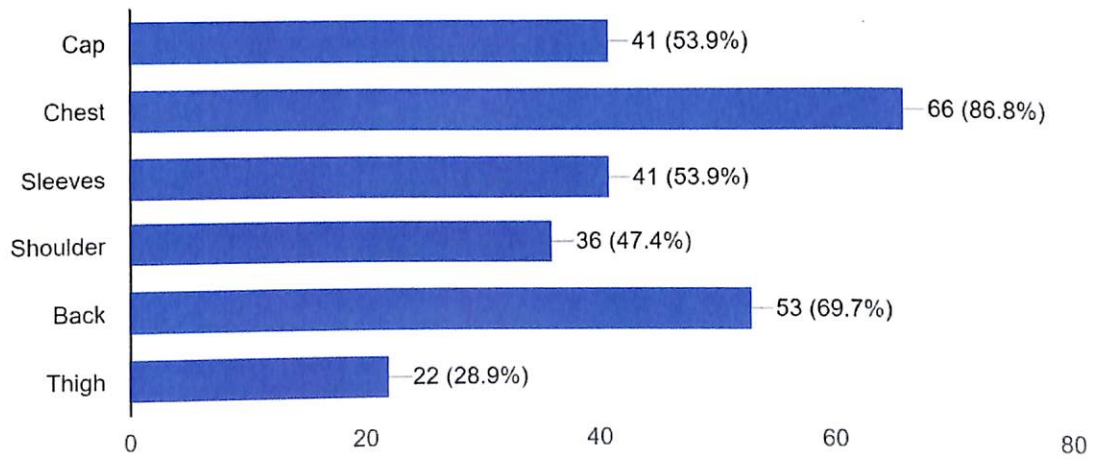
Which places in a stadium have you observed sponsors promoting themselves?

75 responses



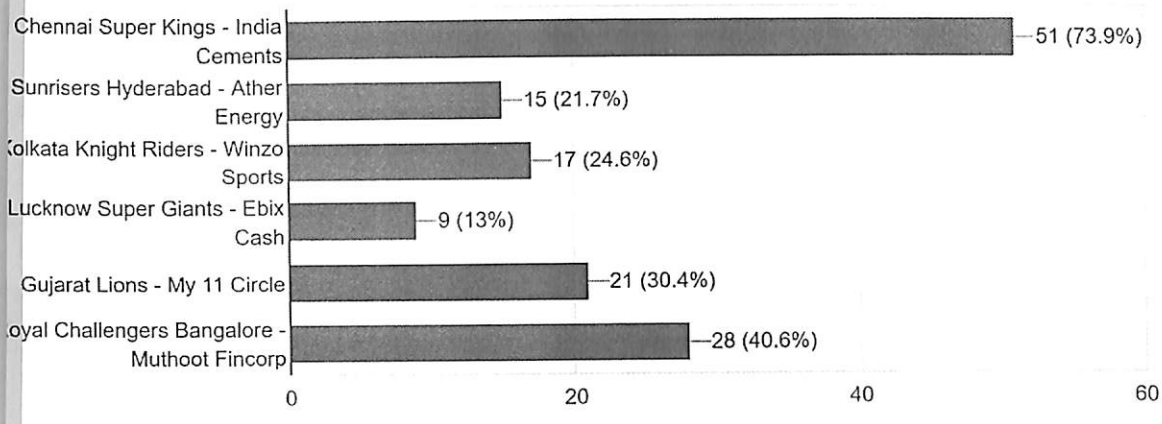
On what body parts of a player's jersey have you observed the sponsors Logos?

76 responses



Which of these teams and its Title sponsors are appropriate?

69 responses



CHAPTER 6

CONCLUSION

onsorships in IPL (Indian Premier League) can be highly beneficial for nds as it provides them with an opportunity to reach a large and diverse dience through various mediums such as TV, digital, and in-stadia vertisements. Additionally, IPL has a strong reputation and brand image ich can positively influence the brand's perception. Sponsorships also ovide brands with opportunities for engagement with their target audience ough various activations, further building brand loyalty.

rthermore, it helps brands create a memorable experience for consumers and ve a lasting impression. In conclusion, IPL sponsorships provide brands with nique platform to reach a large audience, improve brand image, engage with ir target audience, and create a lasting impact.

Questionnaire

e

24

30

35

40

45

hat percent of IPL matches do you watch every season?

20

-40

-60

-80

-100

o you watch the advertisement during a cricket match?

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ich of these title sponsor of IPL are you aware of?

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you prefer purchasing Products or Services offered by the sponsors of the
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you think that there is over usage of advertisement in IPL?

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hat is your opinion of sponsors of IPL

rongly Agree Agree Maybe Disagree Strongly Disagree

quor Companies promoting alternative products

nline games promoting betting in IPL

ducational sponsors promoting Education