



Social And Health Impacts In IPL2025

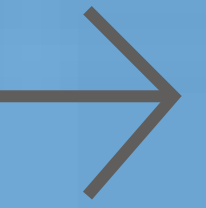


DREAM11
IPL



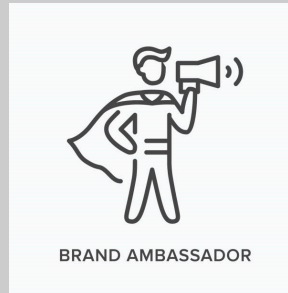


ADVERTIZEMENT AND PARTNERSHIP ANALYSIS OF IPL2025



109

Total Ambassador

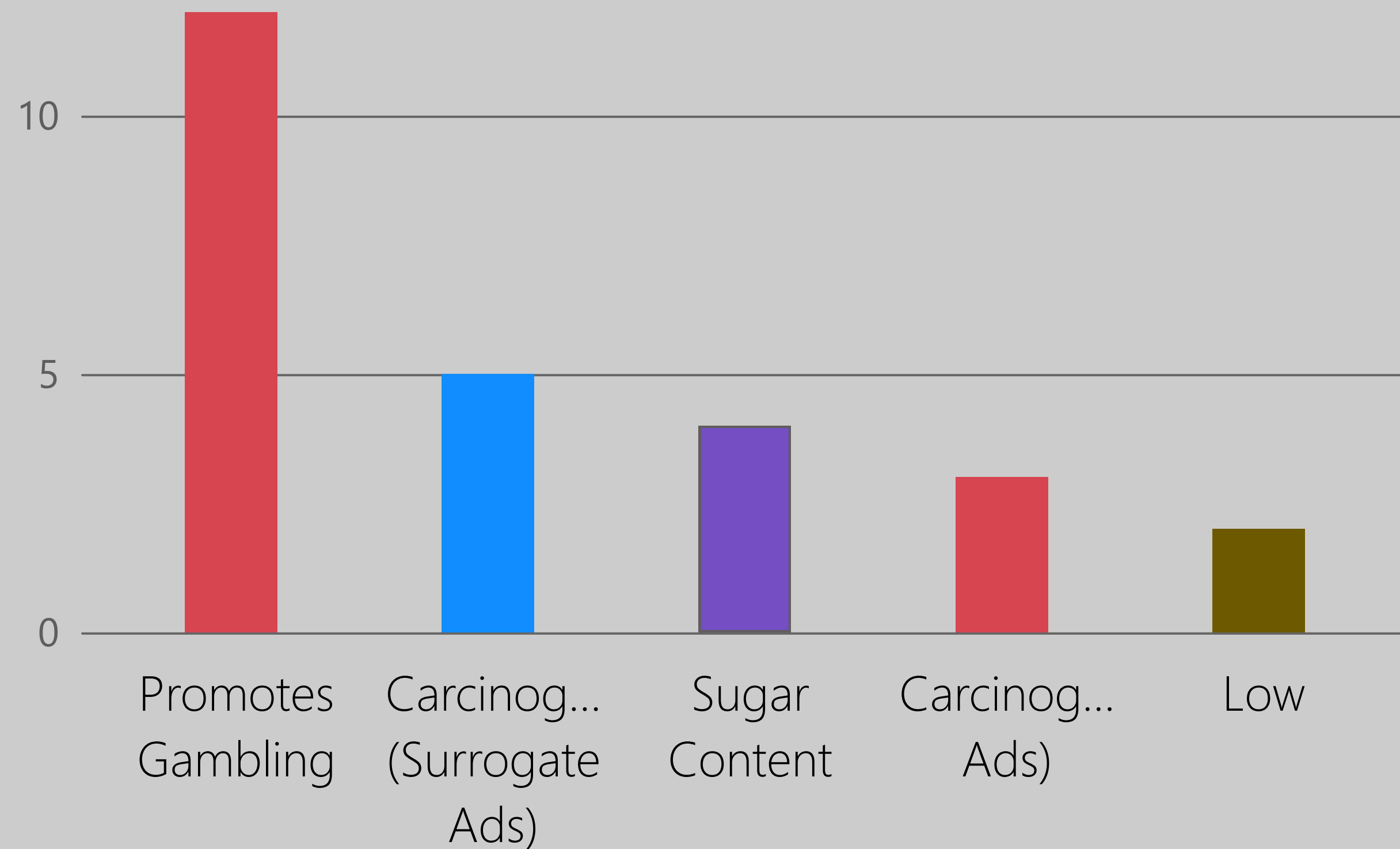


22

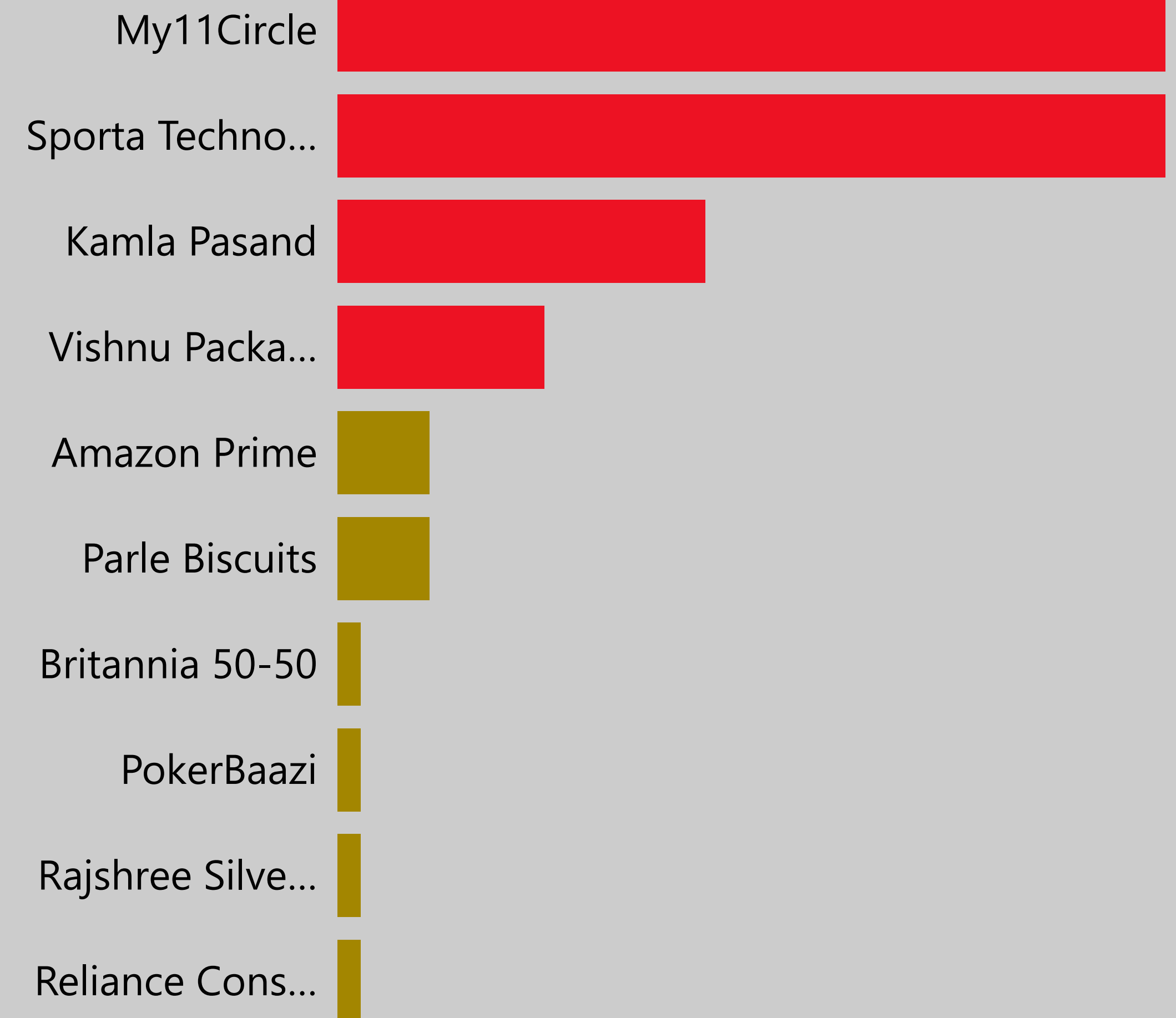
Unique Ambassadors

Total Risk Description

Risk Level ● Extremely High ● High ● Low ● Moderate



Sum of TotalAmbassadors by PartnerAdvertiser





REVENUE ALLOCATION IN COMPANY AND SECTORS

14K

Sum Total Revenue

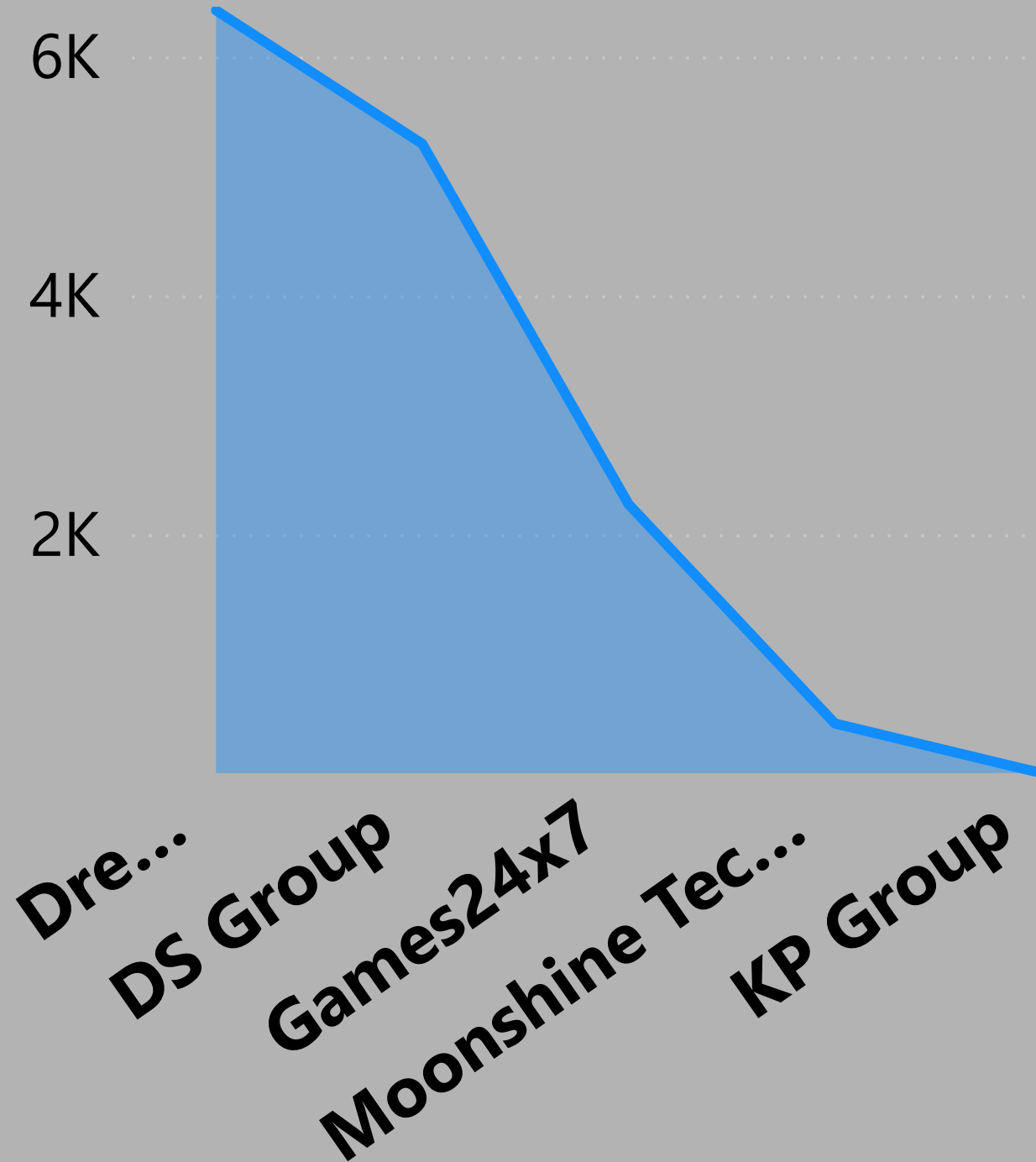
SECTORS

- ☒ Fantasy/App
- ☒ Pan Masala

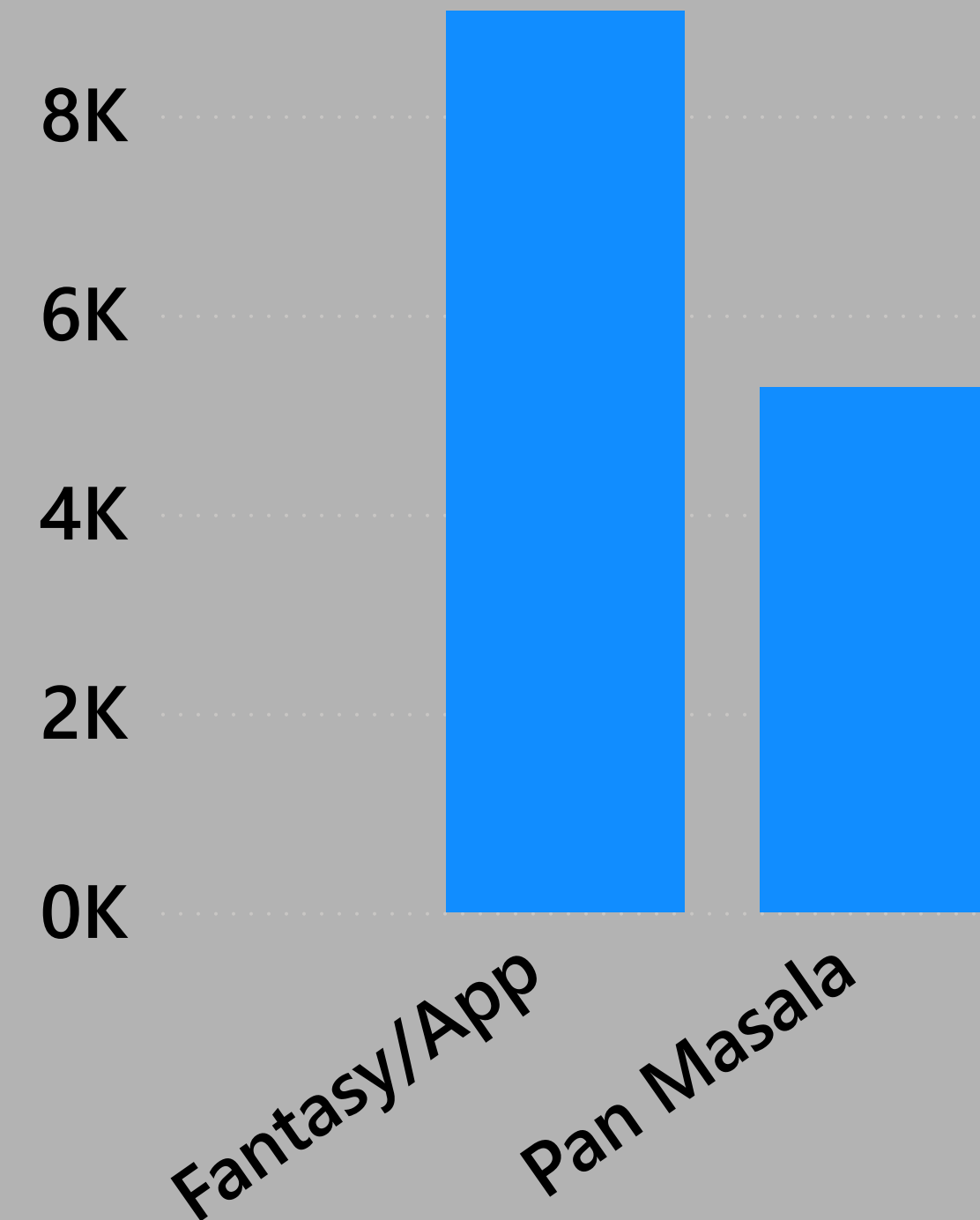
Latest Annual Revenue by Company and AgeGroup

AgeGro... ● 18-40 ● 20-35 ● 25-34

Parent Revenue



Sector Revenue



Dream11

Vimal Pa...

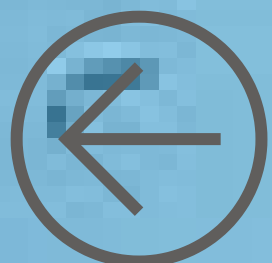
My11Cir...

PokerBa...

Kamla P...

Rajshree

0K 2K 4K 6K

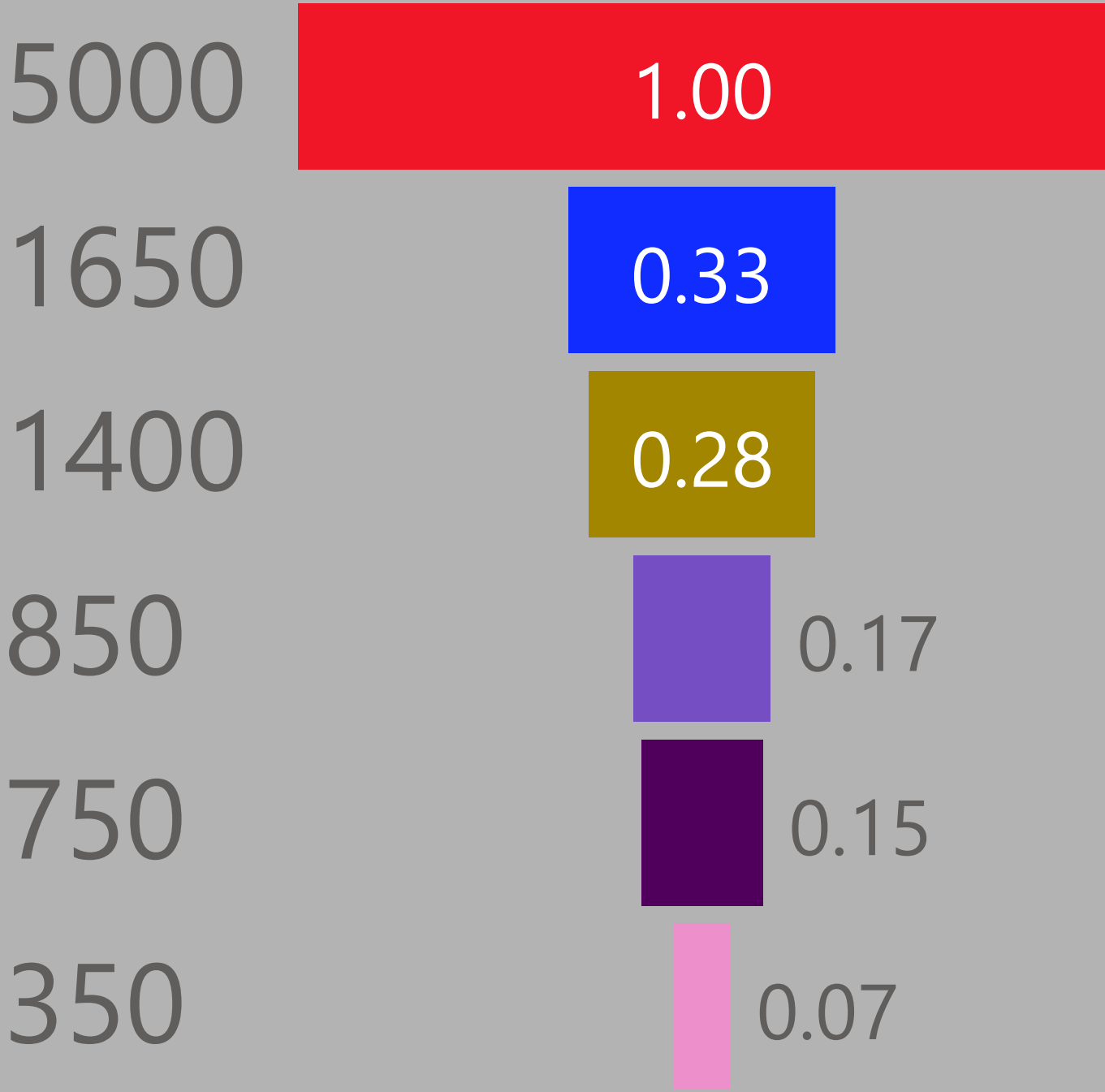


TOTAL REVENUE AND SHARE CONTRIBUTION



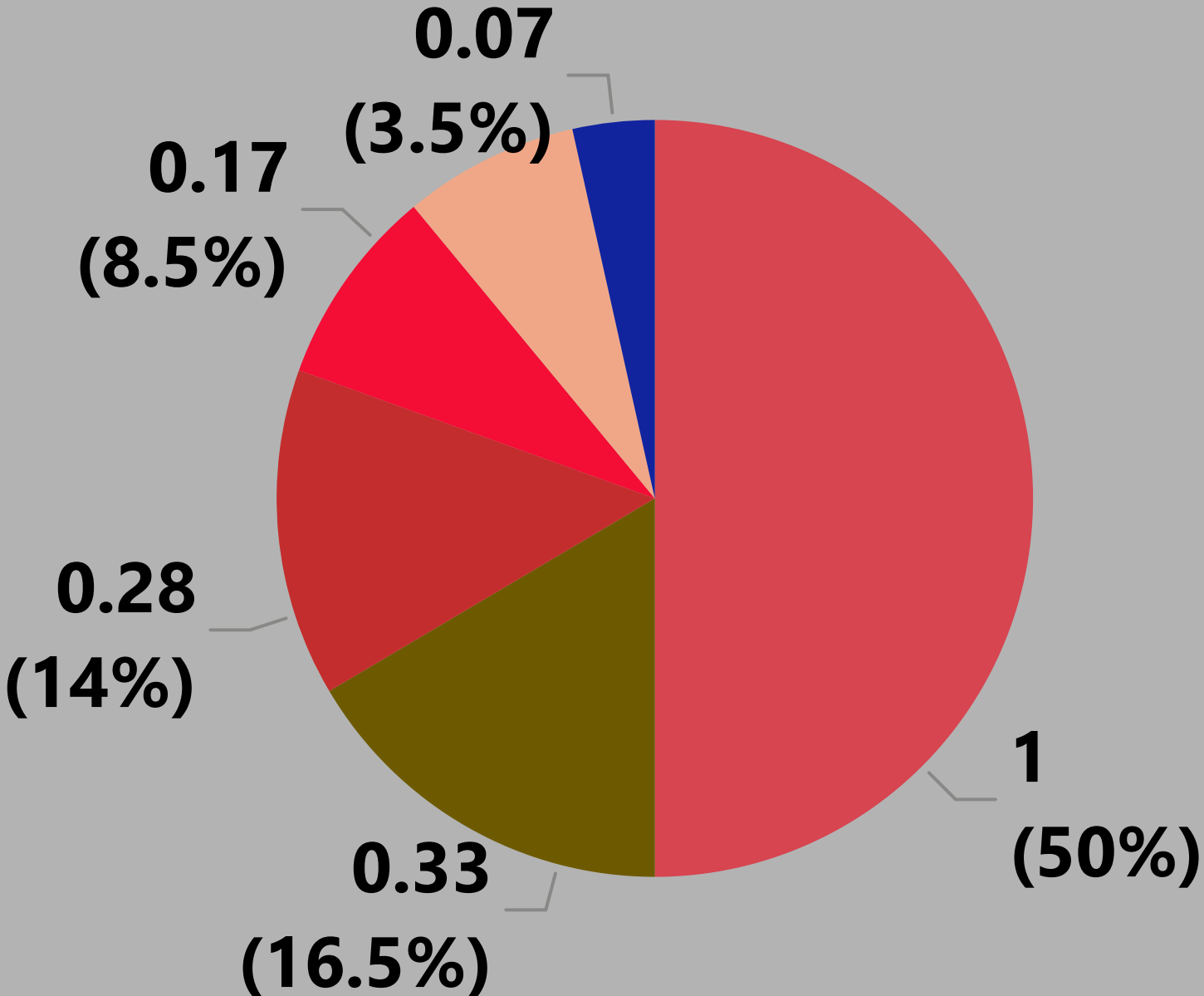
5000
Total Revenue

Total Revenue And Share%

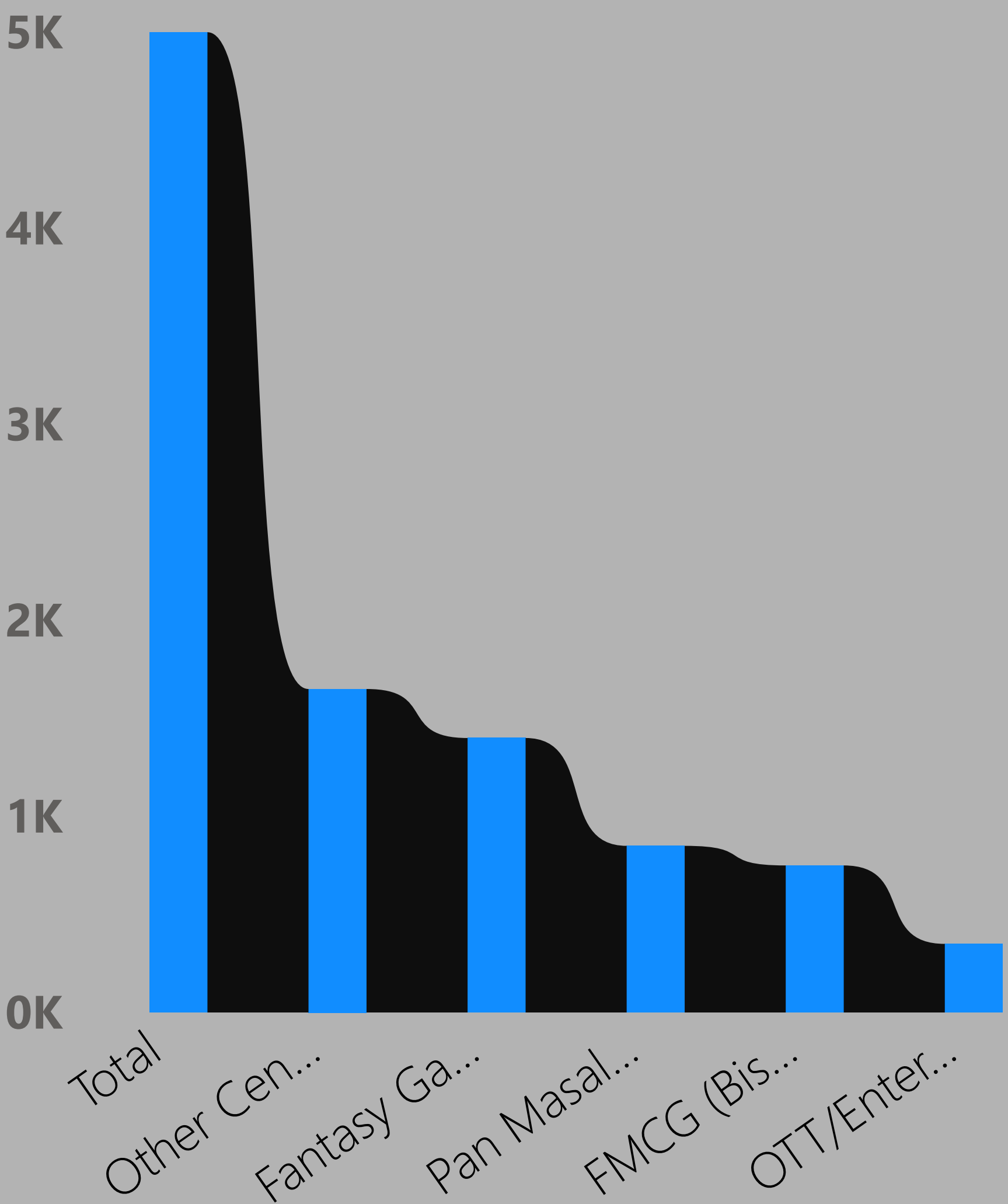


Category And % Share

● Total ● Other C... ● Fantas... ● Pan ... ▶

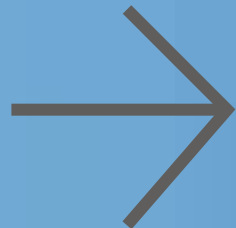


Sum Of Revenue by Category



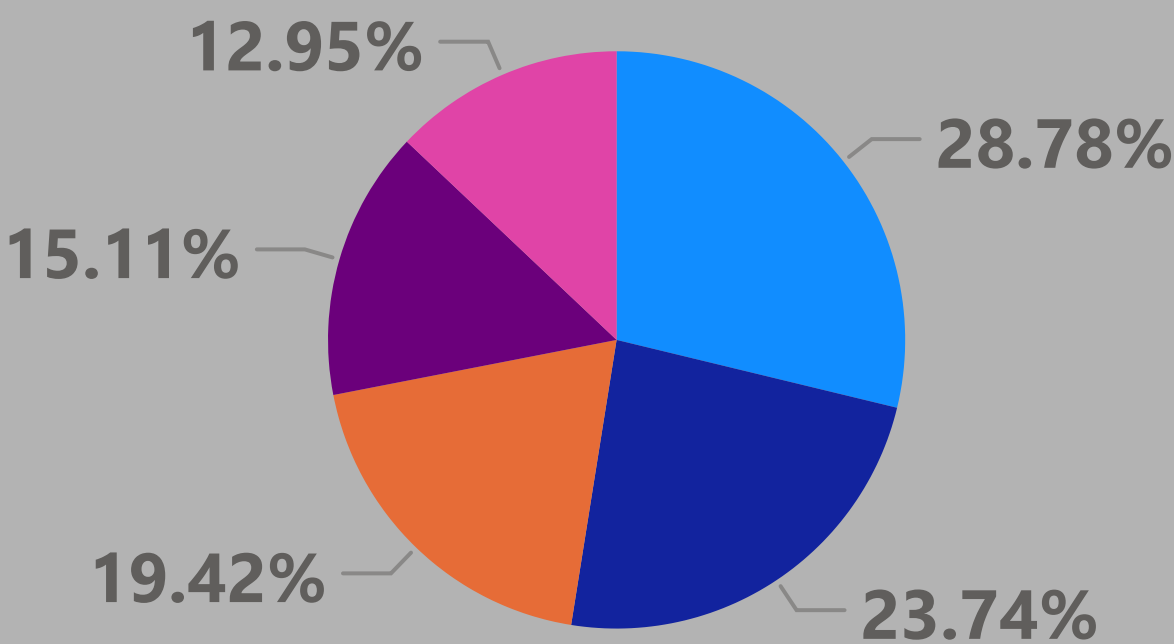


CAGR AND BRAND PROMOTION IN CELEBRITY



CAGR by Brand

● Dream11 ● My11Circle ● PokerBaazi ● Vimal Elaichi ● Kamla Pasand

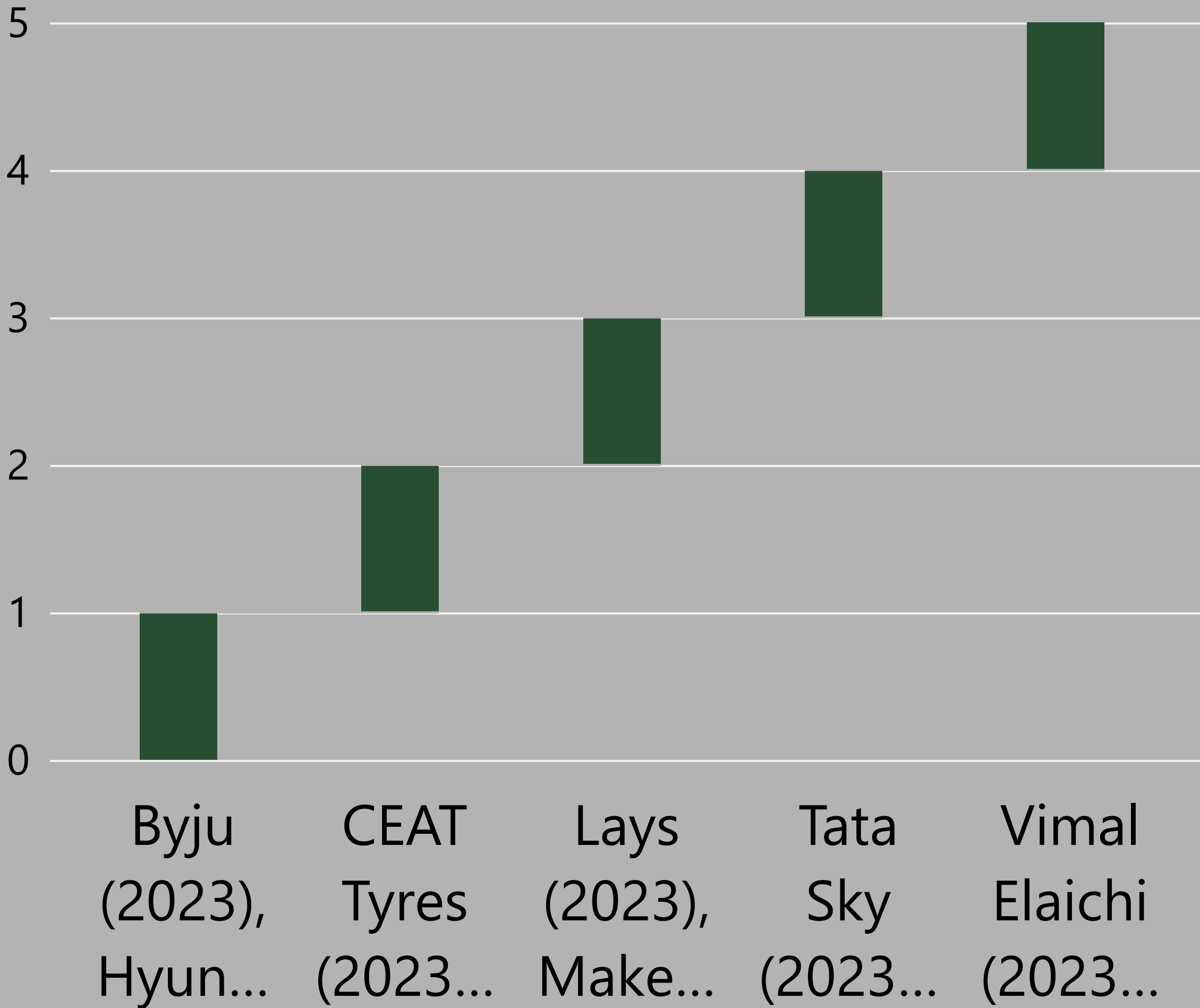


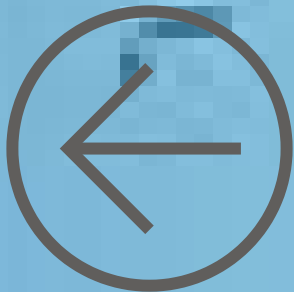
Rationale

Company

Tier 2/3 user penetration	My11Circle
Surrogate ad dominance in IPL	Vimal Elaichi
Skill-gaming loophole exploitation	PokerBaazi
Rural market growth	Kamla Pasand
Gambling market expansion	Dream11

Count of Celebrity by Past Endorsements (2023-2024)





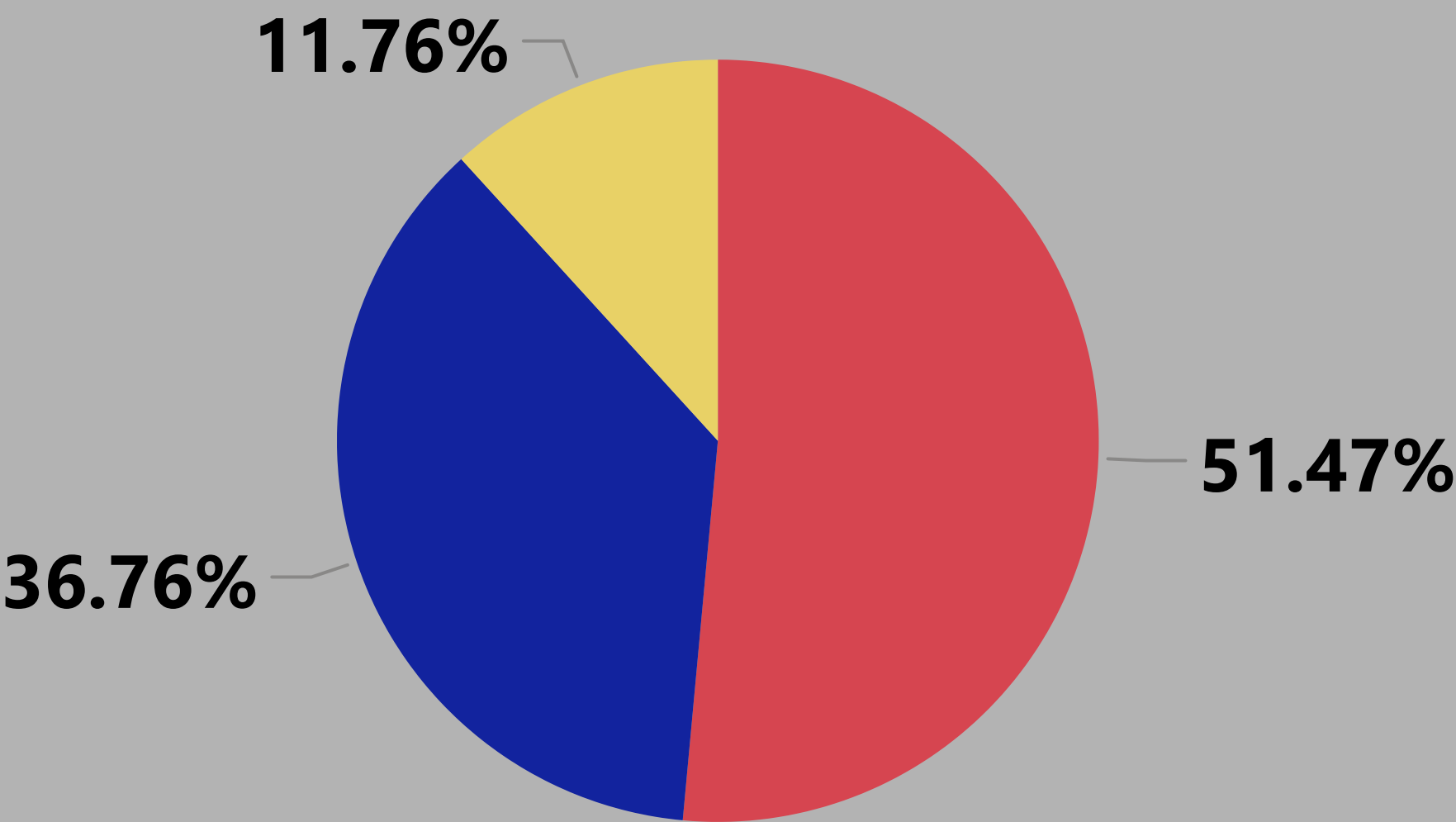
TOTAL INCOME AND NEGATIVE IMPACT OF SOCIAL AND HEALTH

340 Cr
TOTAL POPULATION

5.83 L
ANNUAL INCOME

INCOME AND POPULATION

● 150-200 million ● 100-150 ... ● 30-50 ...



● Sum of Health Risk ● Sum of Social Risk



Dream11



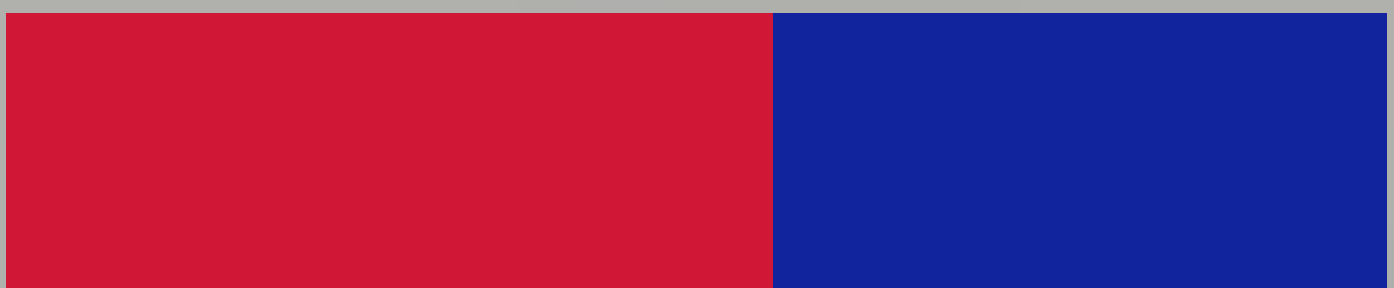
Kamla Pasand



My11Circle



PokerBaazi



Vimal Elaichi

CELEBRITY AND RISK FACTOR

Brands Pro... ● Dream11 ● Dream11, My11Circle



2

1

0



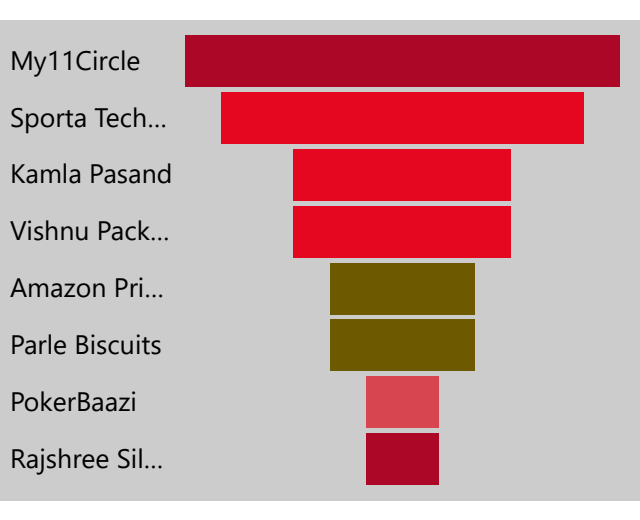
Aamir
Khan

Akshay
Kumar

Ranbir
Kapoor

Rohit
Sharma

Shah
Rukh K...



My11Circle

Sporta Tech...

Kamla Pasand

Vishnu Pack...

Amazon Pri...

Parle Biscuits

PokerBaazi

Rajshree Sil...