

IPL ADVERTISING IMPACT – 2025

₹10,373

Total Central Revenue

51M

Estimated Affected Population

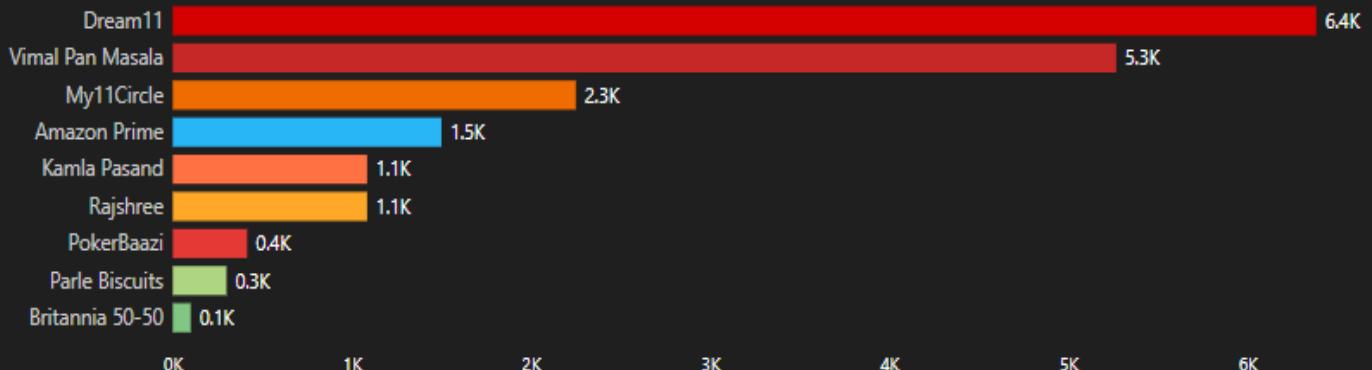
17.5

Advertising Ethics Index (AEI)

₹3,333

Per Person Health Cost

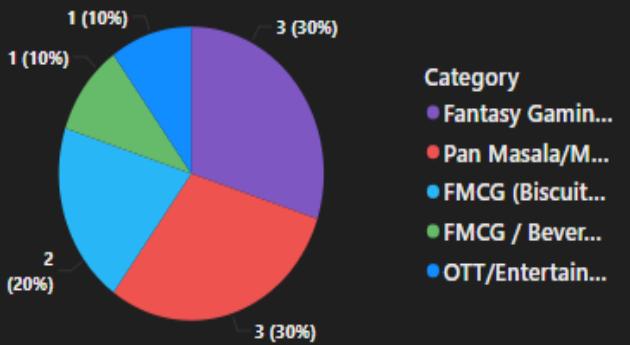
Ad Revenue by Brand, Colored by Risk



Avg. Risk Score by Category



Ad Revenue Share by Category



Top Risk Brands and Promoters

Advertiser Brand	Category	Brand Ambassadors	Sum of Risk Score
My11Circle	Fantasy Gaming / Betting	Sourav Ganguly, Shubman Gill, Mohammed Siraj, Ruturaj Gaikwad, Rinku Singh, Yashasvi Jaiswal	5
PokerBaazi	Fantasy Gaming / Betting	Shahid Kapoor	5
Sporta Technologies (Dream11)	Fantasy Gaming / Betting	Rohit Sharma, Aamir Khan, Ranbir Kapoor, Varun Dhawan, Hardik Pandya, others	5
Vishnu Packaging (Vimal Elaichi)	Pan Masala/Mouth Freshener	Shah Rukh Khan, Ajay Devgn, Akshay Kumar	5
Kamla Pasand	Pan Masala/Mouth Freshener	Virender Sehwag, Sunil Gavaskar (2025), previously Ranveer Singh, Amitabh Bachchan	4
Rajshree Silver Coated Elaichi	Pan Masala/Mouth Freshener	Salman Khan	4
Britannia 50-50	FMCG (Biscuits & Snacks)	multiple	2
Parle Biscuits	FMCG (Biscuits & Snacks)	Ananya Panday, Lakshya (Hide & Seek)	2
Reliance Consumer Products	FMCG / Beverages	multiple	2
Amazon Prime	OTT/Entertainment	Varun Dhawan, Alia Bhatt	1



IPL ADVERTISING IMPACT ANALYSIS

BY: ANURAG MISHRA

ABOUT ME

I'm an aspiring data analyst focused on transforming IPL advertising data into insights that balance business value and social impact. In my latest project, I built a Power BI dashboard using SQL and Excel to highlight revenue trends, health risks, and ethical ad practices — showcasing my ability to drive both data-driven and responsible decision-making.

PROBLEM STATEMENT

IPL's advertising landscape currently suffers from weak regulation, allowing harmful products like pan masala and betting apps to be promoted widely. Celebrity endorsements lack oversight, contributing to rising public health and social concerns. This project aims to highlight the risks and recommend data-driven solutions.

GOALS TO ACHIEVE

The goal is to analyze IPL advertising data using Power BI and SQL to uncover the impact of high-risk brands, estimate affected populations, and propose ethical policies. The project combines business intelligence with social responsibility to improve future IPL ad strategies.

Data Sources & Structure



Tools Used

- PostgreSQL (pgAdmin 4) – SQL querying & logic
- Excel – Preprocessing (remove commas, convert text to numeric)
- Power BI – Visualization & dashboard building

Final Datasets

- fact_ipl_advertisers – Brand name, category, spend, risk score – used for brand-wise analysis.
- fact_revenue_demography – Maps IPL revenue across income segments & regions.
- fact_summary_demography – Income group-wise population data – used to estimate affected population.
- fact_ipl_central_contracts – Annual central revenue – used for CAGR calculation & revenue KPIs.



❖ public

❖ revenue_demography

❖ company text

❖ sector text

❖ parent text

❖ latest_annual_revenue text

❖ annual_revenue_crores numeric

❖ revenue_notes text

❖ income_group text

❖ urban_population text

❖ demographic_notes text



❖ public

❖ ipl_advertisers

❖ sno integer

❖ advertiser_brand text

❖ category text

❖ brand_ambassadors text

❖ celebrity_influence text

❖ health_social_risk text

❖ risk_score integer



❖ public

❖ demographic_summary

❖ income_group text

❖ annual_income text

❖ estimated_user_population text

❖ avg_user_population integer

❖ key_characteristics text



❖ public

❖ ipl_contracts

❖ contract_type text

❖ partner_sponsor_name text

❖ amount_in_crores_2025 numeric

❖ total_deal_value_in_crores numeric

❖ contract_duration text

SQL LOGIC & TRANSFORMATIONS

- Estimated affected population (15% of relevant segments) using income & region filters.
- Identified high-risk brands (with `risk_score ≥ 4`) for brand ethics analysis.

- Calculated total central revenue from `fact_ipl_central_contracts`.

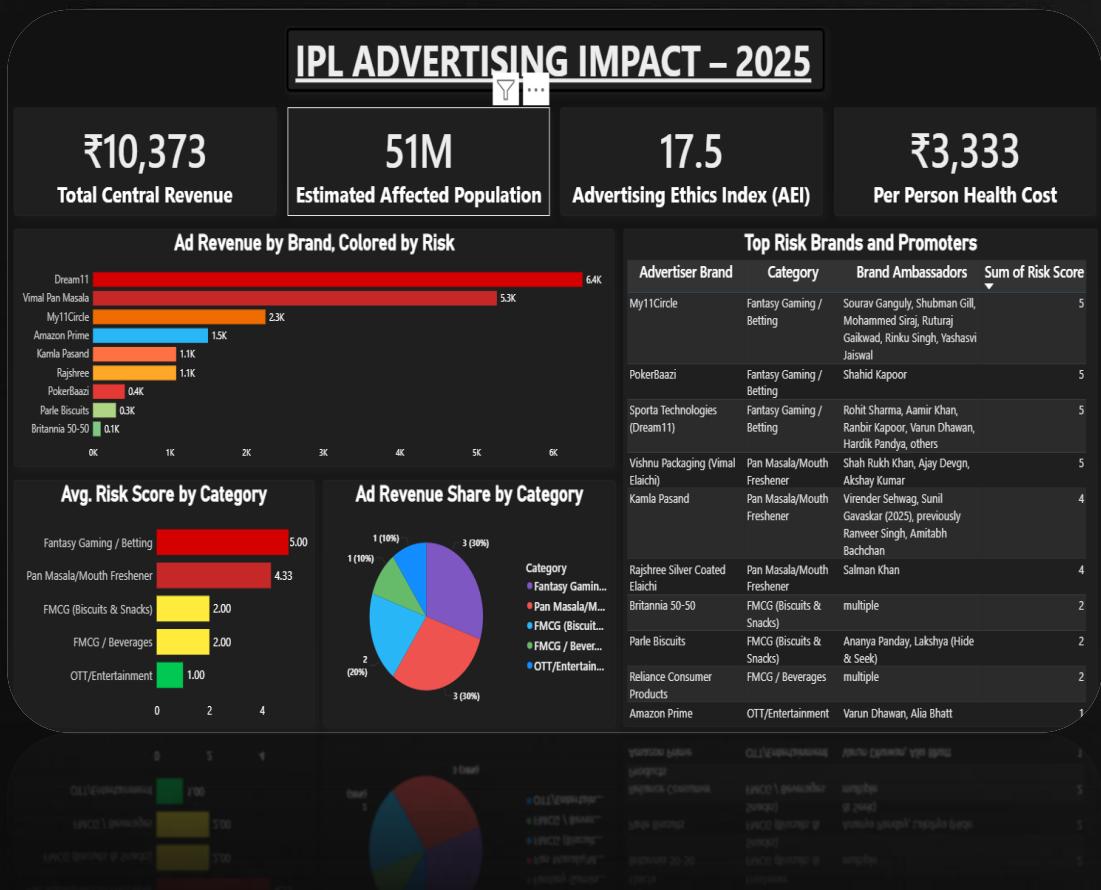
- Applied CAGR formula:

$$\text{CAGR} = (\text{Future} / \text{Present}) ^ {(1 / n)} - 1$$

- Estimated ₹3,333 per person health cost

→ Based on ₹1.5L Cr impact over 45 million people.

DASHBOARD INSIGHTS & IMPACT



- Dynamic brand-wise analysis using (category, risk score, region).
- Revenue trend visualized with CAGR growth – 6-year projection.
- Identified top 3 contributing brands with highest health impact.
- Interactive filters to analyze regional & demographic exposure.

Dashboard enables ethical ad placement decisions using data



Power BI

PUBLIC HEALTH, SOCIAL & GLOBAL IMPACT

Public Health Implications (Pan Masala Ads)

Exposure Estimate: ~300 M in low/mid-income, rural/urban groups

High-Risk Brands: Vimal, Kamlapasi, Rajshree (Risk Score ≥ 4)

Estimated Harmed: 30M consumers

Health Cost: ₹50,000 avg. \times 30M = ₹1.5 lakh crore

 *'Significant public burden due to pan masala ads in IPL'*

Psychological & Social Impact (Fantasy Sports)

Target Group: Urban/Tier 2-3 males, age 18-40

IPL vs Global Events

Criteria	IPL (India)	FIFA/Olympics
Pan Masala Ads	✓ Allowed	✗ Not allowed
Betting/Fantasy	✓ Allowed	✗ Not allowed
At-Risk Users	✗ None	✓ Required
Celebrity Control	✗ Unregulated	Strictly Controlled

IPL vs Global Events

Criteria	IPL (India)	FIFA/Olympics
Pan Masala Ads	✓ Allowed	✗ Not allowed
Betting/Fantasy	✓ Allowed	✗ Not allowed
Health Warnings	✗ None	✓ Required
<i>"IPL model fails basic ethical compliance globally."</i>		

POLICY GAPS



Weak Enforcement of Surrogate Advertising Ban

- Legal loophole: Brands use elaichi (cardamom as proxy for harmful products)
- *Vimal Elaichi* → actually promotes pan masala
- *Kamla Pasand Silver Coated Elaichi* → gutka surrogate

Issue: Lack of monitoring during IPL ad slots

"Rules exist but are rarely enforced against powerful advertisers."



Inadequate Regulation of Fantasy Sports

- Fantasy Platforms = Skill-based games? (Legal grey area)
- State-wise Conflict: Banned in some states (e.g. Assam, Andhra) but active in others
- Celebrity Endorsement: No accountability for misleading or harmful promotions

"Fantasy sports operate in a loophole zone with minimal oversight."

REGULATORY FAILURE



Weak Enforcement of Surrogate Advertising Ban

- Legal loophole: Brands use elajchi/cardamom as proxy for harmful products
- Examples: Vimal Elaichi – actually promote pan masala
- Kamla Pasand Silver Coated Elaichi—gutssurogate

"Rules exist but are rarely enforced against powerful advertisers."



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Regulatory Vacuum in IPL Governance

- No Central body monitoring advertising ethics in sports
- Self-Regulation Failure BCCI/IPL franchises profit from controversial ads
- Absence of checks on brand-category suitability

"IPL functions with commercial freedom, but zero ethical accountability."

ADVERTISING ETHICS INDEX & BALANCED SCORECARD

ADVERTISING ETHICS INDEX (AEI)

- What: Custom metric developed for IPL to quantify ethical impact of brand ads.
- AEI Scale: 0–100 (Higher = More Ethical)
- IPL 2025 AEI Score:
- Why low:
Presence of harmful ads (gutka, betting),
weak regulations, lack of health disclaimers



“Rules exist but are rarely enforced against powerful advertisers.”

Balanced Scorecard		
Metric	Economic Impact	Social Impact
Ad Revenue (Cr)	✓ 10,373	High-risk ad categories present
Employment Boost	Seasonal jobs	Informal & unmonitored
Brand Reach	Massive reach	Unethical categories dominate
Public Health Burden	-	₹1.5 Lakh Cr est. cost
Ethics Compliance (AEI)	✗	✗ 17.5100

RESPONSIBLE ADVERTISING POLICY

(Proposed for IPL)

Objective:

- Promote ethical advertising while preserving economic value of IPL

Core Guidelines:

- Ban surrogate ads for pan masala/tobacco during matches
 - Mandatory health warnings for risky product categories
 - Approvals required for celebrity-brand endorsements
- Limit ad frequency during high viewership slots

Implementation Mechanism

- Independent Ethics Committee under BCCI
- Advertiser vetting system before matches
- Annual audits & compliance penalties

Expected Outcomes:

- Improved public trust in IPL
- Reduced exposure of youth to harmful brands
- Alignment with global ad standards (FIFA/Olympics)

EFFECTIVE REGULATION

Examples

- The Cigarettes and Other Tobacco Products Act
- Central Consumer Protection Authority (CCPA)
- FIFA rules prohibiting certain types of ads

Challenges

- Enforcement remains inconsistent
- Lobbying by powerful companies
- Balancing regulation and commercial interests

Opportunities

- Learning from successful global models
- Stronger legal backing
- Encouraging responsible advertising practices

PLAYER ENDORSEMENT ETHICS



Problem Statement

- IPL players are endorsing harmful product categories: pan masala, fantasy apps
- Lack of guidelines to assess brand impact before signing deals
- No accountability for the public health/social influence of these endorsements



Why It Matters

- Athletes are aspirational role models, especially for youth
- Misleading endorsements normalize risky behaviors (gambling, tobacco)
- Damages long-term reputation of both players and IPL



Proposed Framework

- Ethics review before signing brand partnerships
- Public disclosure of endorsement categories
- Voluntary “Responsible Athlete Pledge” promoted by BCCI

FUTURE-PROOFING IPL ADVERTISING

Vision

- IPL as a leader in ethical sports advertising globally
- Balanced monetization with public trust and responsibility
- Align with international standards (FIFA/Olympics)

Key Strategic Moves

- Create an independent Advertising Ethics Council under BCCI
- Categorize brands by health/social risk tier before approval
- Promote health-positive, youth-focused brands in prime slots

Long-Term Impact

- Reduce youth exposure to addictive/harmful ads
- Improve India's global image in ethical sports governance
- Encourage responsible partnerships between players, brands, fans

RECOMMENDATIONS & NEXT STEPS

- Regulate high-risk brand ads, especially in vulnerable regions & income groups.
 - Encourage ethical branding – brands with lower risk scores to be prioritized.
 - Use demographic targeting to minimize health impact from advertising.
 - Implement stricter ad guidelines for future IPL seasons based on insights.
 - Expand analysis to other sports events for wider impact evaluation.
- **Next Step:** Share findings with stakeholders & initiate policy-level discussion

CONCLUSION & LEARNINGS

Project Summary

- Analyzed IPL's 2025 advertising for both revenue and ethical impact
- Used SQL (PostgreSQL) + Power BI to derive insights from 4 datasets
- Built a KPI-driven dashboard & AEI (Advertising Ethics Index)

Key Takeaways

- High-revenue ads often have serious health/social risks
- 51M+ potentially impacted; ₹1.5L Cr public burden from pan masala
- Fantasy gaming ads exploit legal gray zones

Personal Learning

- Strengthened SQL & data storytelling skills
- Learned how to build end-to-end social impact dashboards
- Understood how data can drive ethical decisions in business



THANKS
A LOT!
ANURAG
MISHRA



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