

# IPL ADVERTISING IMPACT – 2025

₹10,373

Total Central Revenue

51M

Estimated Affected Population

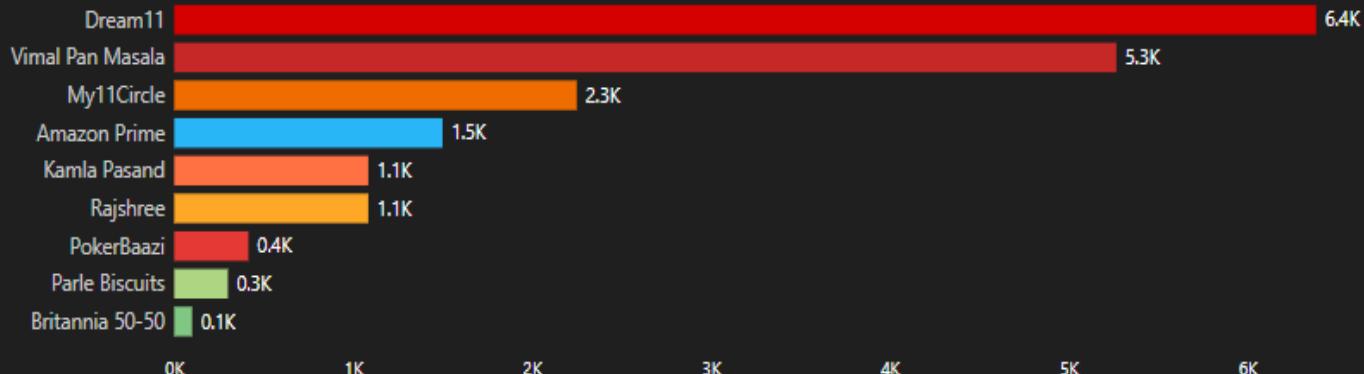
17.5

Advertising Ethics Index (AEI)

₹3,333

Per Person Health Cost

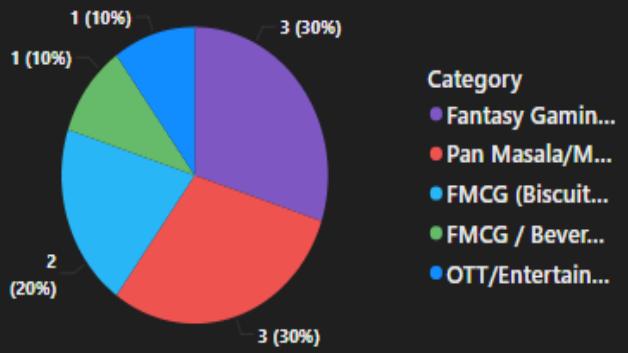
## Ad Revenue by Brand, Colored by Risk



## Avg. Risk Score by Category



## Ad Revenue Share by Category



- Category
- Fantasy Gamin...
- Pan Masala/M...
- FMCG (Biscuit...
- FMCG / Bever...
- OTT/Entertain...

## 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`.

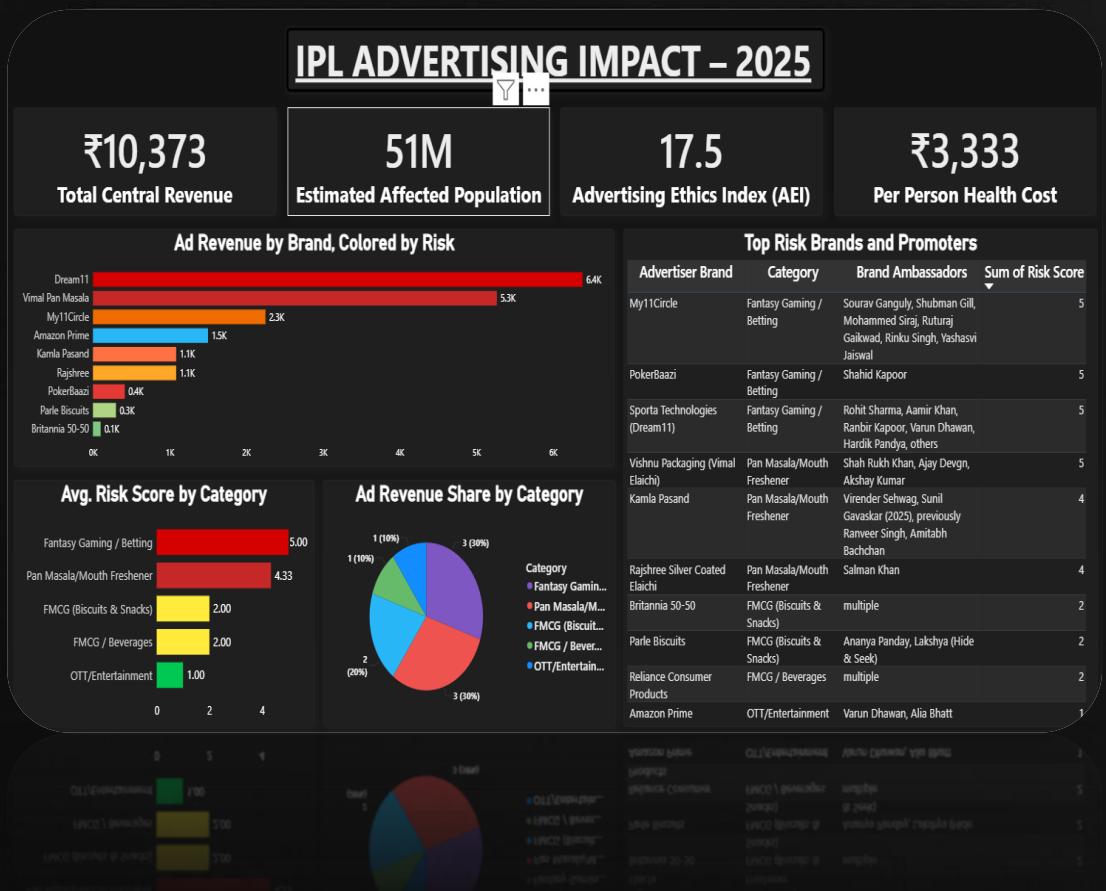
- Applied CAGR formula:

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

- 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  $\geq 4$ )

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

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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



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- Examples: Vimal Elaichi – actually promote pan masala
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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**

