

IPL 2025 Advertising Impact Project - Reference Links

1. ASCI Code of Self-Regulation (India Advertising Standards Council)

<https://ascionline.in>

2. Consumer Protection Act - Rules on Surrogate Advertising

<https://consumeraffairs.nic.in/acts-and-rules>

3. Legal guidelines on fantasy sports

<https://www.barandbench.com/news/fantasy-sports-legal-framework-india>

4. Times of India - Health impact of Pan Masala

<https://timesofindia.indiatimes.com/life-style/health-fitness/health-news/pan-masala-health-risks/articleshow/87236145.cms>

5. FSSAI notice against surrogate ads

<https://fssai.gov.in>

6. MoHFW Anti-Tobacco Campaigns & Regulations

<https://main.mohfw.gov.in>

7. Economic Times - Pan Masala surrogate ads during IPL

<https://economictimes.indiatimes.com/news/india/surrogate-ads-still-thrive/articleshow/10013155.cms>

8. Scroll.in - Fantasy sports addiction analysis

<https://scroll.in/article/1019208/fantasy-sports-addiction-growing-concern>

9. LiveMint - Gambling addiction in youth

<https://www.livemint.com/news/india/rise-in-online-gambling-addiction-in-india-11670014340633.html>

10. Statista - IPL Ad revenue and brand categories

<https://www.statista.com/statistics/ipl-ad-revenue-share/>

11. Kantar AdEx IPL 2023 report

<https://www.kantar.com/inspiration/advertising-media/ipl-2023-advertising-trends>

12. MRF Tyres & Umpire Sponsor Deal

<https://www.insidesport.in/ipl-2021-bcci-renews-mrf-tyres-as-umpire-sponsor-for-rs-27-crore-per-year/>

13. CRED, Dream11, Upstox sponsorship values

<https://sportsmintmedia.com/ipl-2023-brand-partnership-values/>

14. FIFA Sponsorship Ethics

<https://www.fifa.com/legal/commercial-fifa>

15. IOC - Ethical Advertising Guidelines

<https://olympics.com/ioc/ethics/compliance>