

DS1: Data sources used in fact_ipl_contracts

1. [Economic Times: It's game on: IPL Ad revenues may cross Rs 6000 crore this year](#)
2. [Shoonya Blog: IPL 2025 Sponsor List: Listed Companies to Watch This Season](#)
3. [The Nation Light: IPL 2025: How IPL Revenue, Sponsorship & Media Rights Work](#)
4. [Upstox: The IPL journey: Cricket, commerce, and everything in-between](#)

DS2: Data Sources Used in fact_advertisers

1. [IPL 2025 eyes record ₹4500 crore in ad revenue as JioStar secures 32 sponsors - Economic Times](#)
2. [IPL 2025 Advertising on JioCinema & Star Sports: A Complete Guide - The Media Ant](#)
3. [IPL 2025 TV ad volumes up 12%, 83 new brands enter the fray: TAM - Economic Times](#)
4. [IPL 2025: A New Era Of Digital Engagement With Mobile OEM Advertising - Avow Tech](#)
5. [IPL ads get a data makeover: What it means for brands - Campaign India](#)
6. [IPL On JioHotstar Advertising Cost - The Media Ant](#)
7. [Game On: JioStar seeks 15% hike on IPL ad rates - Exchange4media](#)
8. [IPL 2025: Breaking down the JioStar digital inventory pricing - Exchange4media](#)
9. [JioStar bats for a billion viewers this IPL; declares 2025 the 'Year of Advertisers' - afaqs!](#)
10. [JioHotStar to provide ad measurement tools ahead of IPL 2025 - The Hindu Businessline](#)

DS3: fact_revenues_target_groups

1. <https://pokerguru.in/poker-news/pokerbaazis-parent-company-moonshine-technology-08012025/>
2. <https://pokerguru.in/poker-news/pokerbaazis-parent-company-moonshine-technology-08012025/>
3. <https://www.imarcgroup.com/prefeasibility-report-pan-masala-processing-plant>
4. <https://www.globalgrowthinsights.com/market-reports/pan-masala-market-104785>
5. <https://straitsresearch.com/report/pan-masala-market>