

ECONOMIC AND SOCIAL IMPACT OF THE IPL FOR A BUSINESS MAGAZINE

BY CODEBASICS

NEW FASHION
NEW COLLECTION

20
BEST
BODY
OUTFIT



REVENUE GENERATED

contract_type	partner_sponsor_name	Sum of revenue_2025_crores	Sum of percentage_contribution
Associate Partner	Angel One	82	0.80
Associate Partner	My11Circle	125	1.22
Associate Partner	RuPay	42	0.41
Official Broadcaster (TV)	Star Sports	4715	46.16
Official Digital Streaming Partner	JioCinema (Viacom18)	4751	46.51
Title Sponsor	Tata Group	500	4.89

category	advertiser_brand	original_description	risk_level	Sum of health_social_risk_index	Sum of risk_rank
Fantasy Gaming / Betting	My11Circle	Extremely High - Promotes Gambling	Extremely High	9	2
Fantasy Gaming / Betting	PokerBaazi	Extremely High - Promotes Gambling	Extremely High	9	3
Fantasy Gaming / Betting	Sporta Technologies (Dream11)	Extremely High - Promotes Gambling	Extremely High	9	4
FMCG (Biscuits & Snacks)	Britannia 50-50	Moderate (Sugar Content)	Moderate	5	5
FMCG (Biscuits & Snacks)	Parle Biscuits	Moderate (Sugar Content)	Moderate	5	6
FMCG / Beverages	Reliance Consumer Products	Moderate (Sugar Content)	Moderate	5	7
OTT/Entertainment	Amazon Prime	Low	Low	1	8
Pan Masala/Mouth Freshener	Kamla Pasand	Carcinogenic (Surrogate Ads)	Unknown	0	9
Pan Masala/Mouth Freshener	Rajshree Silver Coated Elaichi	Carcinogenic (Surrogate Ads)	Unknown	0	10
Pan Masala/Mouth Freshener	Vishnu Packaging (Vimal Elaichi)	Extremely High - Carcinogenic (Surrogate Ads)	Extremely High	10	1

CARG

advertiser_brand	category	Sum of risk_score	risk_rank
Kamla Pasand	Pan Masala/Mouth Freshener	10	1
My11Circle	Fantasy Gaming / Betting	9	4
PokerBaazi	Fantasy Gaming / Betting	9	5
Rajshree Silver Coated Elaichi	Pan Masala/Mouth Freshener	10	2
Vishnu Packaging (Vimal Elaichi)	Pan Masala/Mouth Freshener	10	3

Key Impact Metrics:

- 36%** of users experience negative impacts
- Pan Masala** affects more people (92.82M vs 22M) but gambling has higher individual severity
- Combined Health & Financial Burden:**
 - Healthcare costs for pan masala-related illnesses
 - Financial losses from gambling addiction
 - Productivity losses from both

TOP 5 CELEBRITIES

celebrity_name	endorsed_brands_2025	Sum of high_risk_brands_count	risk_categories
Aamir Khan	Sporta Technologies (Dream11)	1	Gambling
Ajay Devgn	Vishnu Packaging (Vimal Elaichi)	1	Pan Masala
Akshay Kumar	Vishnu Packaging (Vimal Elaichi)	1	Pan Masala
Amitabh Bachchan	Kamla Pasand	1	Pan Masala
Hardik Pandya	Sporta Technologies (Dream11)	1	Gambling
Mohammed Siraj	My11Circle	1	Gambling
previously Ranveer Singh	Kamla Pasand	1	Pan Masala
Ranbir Kapoor	Sporta Technologies (Dream11)	1	Gambling

The top 5 celebrities show consistent patterns of promoting high-risk brands over 2023-2025, with some diversification but continued association with controversial categories. Cricketers' involvement in gambling endorsements has particularly increased, creating a sport-betting nexus that raises significant ethical questions. The data suggests that despite public criticism and regulatory pressure, financial incentives continue to drive these endorsements.

TOTAL POPULATION NEGATIVELY AFFECTED

risk_type	risk_score	Sum of estimated_users_million	Sum of total_negatively_affected_million	moderate_impact_rate	severe_impact_rate	Sum of moderately_affected_million	Sum of severely_affected_million
Gambling	9	705	141.00	0.15	0.05	105.75	35.25
Pan Masala	10	936	421.20	0.3	0.15	280.80	140.40
TOTAL IMPACT	NULL	1641	562.20	Combined	Combined	386.55	175.65

BALANCED SCORECARD

advertiser_brand	category	Sum of health_risk_index	Sum of regulatory_compliance_score	recommendation_category	Sum of revenue_contribution
Amazon Prime	OTT/Entertainment	1	7	Yellow Flag	0
Britannia 50-50	FMCG (Biscuits & Snacks)	5	8	Red Flag	0
Kamla Pasand	Pan Masala/Mouth Freshener	10	4	Red Flag	0
My11Circle	Fantasy Gaming / Betting	9	6	Yellow Flag	125
Parle Biscuits	FMCG (Biscuits & Snacks)	5	8	Red Flag	0
PokerBaazi	Fantasy Gaming / Betting	9	6	Red Flag	0
Rajshree Silver Coated Elaichi	Pan Masala/Mouth Freshener	10	4	Red Flag	0
Reliance Consumer Products	FMCG / Beverages	5	8	Red Flag	0
Sporta Technologies (Dream11)	Fantasy Gaming / Betting	9	6	Red Flag	0
Vishnu Packaging (Vimal Elaichi)	Pan Masala/Mouth Freshener	10	4	Red Flag	0

BALANCED SCORE CARD

advertiser_brand	category	revenue_tier	social_risk_level	Sum of total_weighted_score	Sum of viewer_engagement_score
Amazon Prime	OTT/Entertainment	MINOR	LOW	57.70	7
Britannia 50-50	FMCG (Biscuits & Snacks)	MINOR	MODERATE	48.10	6
Kamla Pasand	Pan Masala/Mouth Freshener	MINOR	CRITICAL	33.70	8
My11Circle	Fantasy Gaming / Betting	MAJOR	CRITICAL	52.70	7
Parle Biscuits	FMCG (Biscuits & Snacks)	MINOR	MODERATE	46.90	5
PokerBaazi	Fantasy Gaming / Betting	MINOR	CRITICAL	36.70	7
Rajshree Silver Coated Elaichi	Pan Masala/Mouth Freshener	MINOR	CRITICAL	33.70	8
Reliance Consumer Products	FMCG / Beverages	MINOR	MODERATE	48.10	6
Sporta Technologies (Dream11)	Fantasy Gaming / Betting	MINOR	CRITICAL	37.90	8
Vishnu Packaging (Vimal Elaichi)	Pan Masala/Mouth Freshener	MINOR	CRITICAL	34.90	9

Advertising Ethics Index							
event_name	industry_position	aei_grade	aei_score	Sum of audience_protection_dimension	ethical_risk_level	Sum of health_safety_dimension	Sum of year
IPL 2025	Below Average	C	36	2.50	HIGH RISK	10	2025



event_name	Sum of regulatory_compliance_dimension	Sum of social_responsibility_dimension	Sum of sports_integrity_dimension	Sum of transparency_dimension
IPL 2025	7	3	5.50	8



advertiser_brand	category	Sum of growth_multiple_5yr	Sum of revenue_2025_estimate	Sum of risk_score	Sum of projected_revenue_2030	Sum of projected_cagr_percent
Kamla Pasand	Pan Masala/Mouth Freshener	1.16	300	10	347.78	3
My11Circle	Fantasy Gaming / Betting	2.01	125	9	251.42	15
Rajshree Silver Coated Elaichi	Pan Masala/Mouth Freshener	1.16	300	10	347.78	3
Sporta Technologies (Dream11)	Fantasy Gaming / Betting	2.01	200	9	402.27	15
Vishnu Packaging (Vimal Elaichi)	Pan Masala/Mouth Freshener	1.16	300	10	347.78	3

Economic Success (Target by 2030):

- ₹25,000+ cr** annual economic impact
- 60%+** revenue from ethical/digital streams
- 250,000+** jobs created across ecosystem
- 5x** return on community investments

Social Success (Target by 2030):

- AEI Score 85+** (Advertising Ethics Index)
- 90%+** youth approve of IPL's social impact
- Zero** high-risk product advertising
- Net-positive** community impact in all host cities

Environmental Success (Target by 2030):

- Carbon-neutral** operations
- 80%+** waste recycled/reused
- 100%** renewable energy for stadiums
- Water-positive** impact in water-stressed regions