

GUESSTIMATE

In order to guesstimate the amount of revenue generated by one cricket match in Wankhede Stadium we will take into account the major sources of revenue namely ticket sales through stands and corporate boxes, sponsorships and advertising, concessions and food sales.

- **Ticket Sales:**

Ticketing is one of the primary sources of revenue during a cricket match. Fans purchase tickets to watch the match live in the stadium. Ticket prices can vary based on the seating category and the popularity of the match. The Wankhede stadium has ticket prices ranging from rupees 500 to rupees 25000. The Wankhede stadium has 33,006 seats. These seats are basically categorised as various stands namely,

Available Seats	Ticket Prices
Vijay Merchant Stand	INR 2500
Sunil Gavaskar Stand	INR 1500
MCA Stand	INR 3500
Sachin Tendulkar Stand	INR 7500
Garware Stand	INR 10000
Grand Stand	INR 15000

Stadium Stands with Capacity

Sachin Tendulkar Stand	13338
Sunil Gavaskar	4450
MCA Pavilion	1634

Garware Pavilion	4588
Vijay Merchant	4052
Grand Stand	980
Boxes	60

Maximum number of tickets sold are of prices between the range 1500 to 3500 INR.

Considering 95 percent occupancy in these seats and 75 percent in others:

$$[(4450*1500) + (1634*3500) + (4052*2500)]*0.95 + [(4588*10000*0.75)+(980*15000)+(13338*7500)]*(0.75) = \mathbf{13,32,56,550 \text{ INR}}$$

● **Corporate Boxes and Suites:**

Premium hospitality packages are offered to individuals, corporate clients, and groups. These packages often include perks like luxury seating, gourmet catering, access to VIP lounges, and interactions with players. The corporate boxes generally cost around 50,00,000 INR.

Therefore the revenue generated from it is

$$60 * 500000 = \mathbf{3,00,00,000 \text{ INR}}$$

● **Sponsorships and Advertising:**

Sponsors pay to have their brands featured prominently in the stadium. This can include stadium branding, signage, banners, digital screens, and other promotional materials. Sponsors also pay for naming rights to stadiums or specific match series. On average per match, the revenue generated through sponsoring is **3.8 crore** ([102996162.cms](#)).

Dividing advertising into two sections i.e. television and on-ground:

Television advertisement:

For a 10-second television advertisement brands and companies pay 10-12 lacs on an average.

For a 50-50 match there are 100 overs and each over break is 30 seconds that accounts for total **3000** seconds.

There are a total of 4 drink breaks 150 seconds each that accounts for total **600** seconds.

Finally the inning breaks account for **1800** seconds.

Therefore, total time for television advertisements is 5400 seconds.

Hence the revenue generated is $540 * 10,00,000 \text{ lacs} = 54 \text{ crore INR}$

On- ground advertisement:

This includes the boundary line barriers and the holdings present on the ground and outside the stadium as well

Boundary line+other holdings = 12,00,00,000

Outside the stadium- 1 crore

Total - 13,00,00,000 INR

Concluding, the total revenue through advertising is = 13 crore + 54 crore = **67 crore INR**

- **Merchandise and Food Sales:**

Revenue is generated from concessions selling food, beverages, and merchandise to fans within the stadium. This includes items like snacks, drinks, souvenirs, and team merchandise. The sale of official team merchandise, jerseys, caps, and other fan gear contributes to revenue. The excitement of a live match often leads fans to purchase memorabilia.

For team merchandise i.e. jerseys and caps considering 60 percent people purchase the merchandise and it costs an average of 200 INR per head, the cost for merchandise is -
 $200 \times 20000 = 40,00,000$ INR

For food, considering a purchase of 100 rupees per head, the revenue generated is
 $100 \times 30000 = 30,00,000$ INR

Thus, total revenue is 70,00,000 INR through food and merchandise.

- **Broadcasting:**

Considering the revenue generated through broadcasting of one match to be - 15,00,00,000 INR.

Thus total revenue:

13.32crore + 3crore + 67 crore + 15 crore + 70 lacs = 99.07 crores

Thus for a particular match hosted at Wankhede Stadium the revenue generated is guesstimated to be around **100-105 crores**.

Relevant links:

[lcc-world-cup-tickets-odi-price-booking](#)

[Wankhede-mumbai.html](#)

[102996162.cms](#)