



**TATA**  
**IPL**

# **Business Case Study of INDIAN PREMIER LEAGUE**

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Source: Dhruv Rathee

# IPL Background

- Despite covid issues, no spectator in the stadium, BCCI had a 100% increase in the revenue in 2020.
- Brand value of IPL → \$16.4 billion, 135000 crore Rs.
- Each match value \$13.4 million.
- India won the inaugural 2007 ICC T20 WC.
- Suddenly the craze of T20 cricket grow in India.

# Investment in IPL

- T20 is shorter format of cricket compared to other formats.
- 2008 market recession saw investors lose interest in stock market.
- Summer vacation needed some entertainment for teenagers.
- Some big companies of India invested money in this league, buying franchise teams.

# Inaugural IPL



# Revenue of Broadcasters

- Broadcaster Revenue = (No of Ad slots \* slot value / Ad slot) - cost of broadcasting rights.
- Initial stage tough to sell the ad slots.
- When popularity increases, broadcasters can increase the price of ad slots.

# BCCI & Franchise Revenue

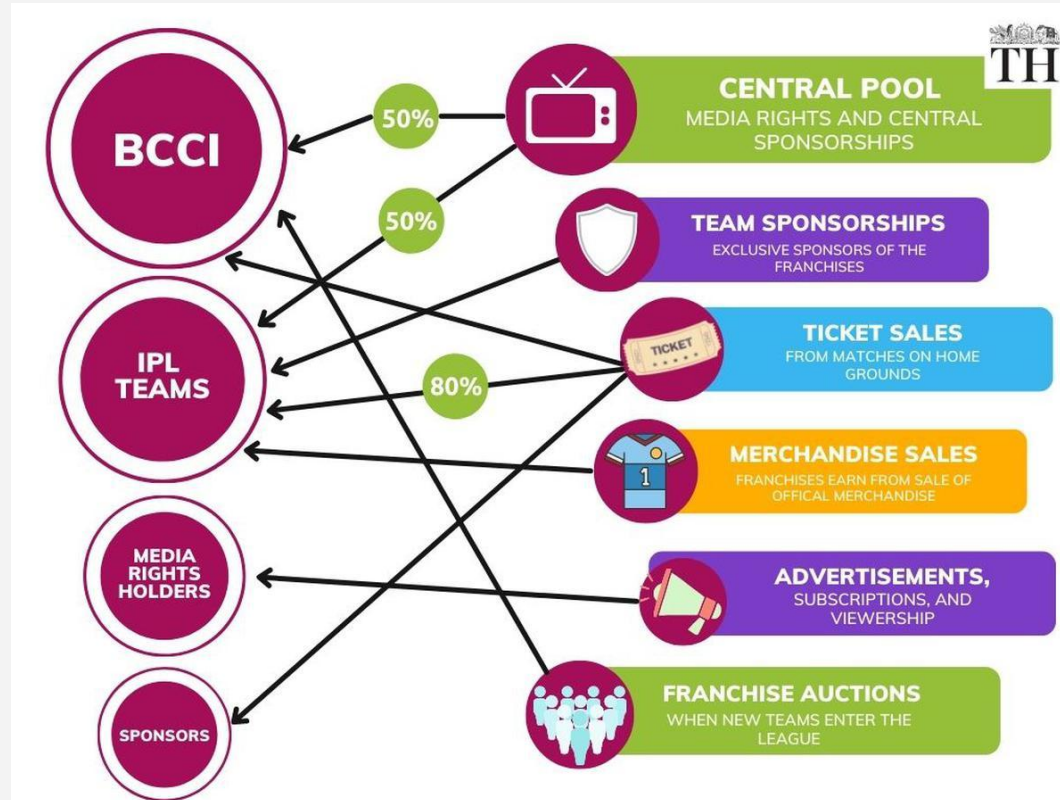
- BCCI sell the broadcasting rights to TV channels and online streaming rights in exchange of huge amount of money.
- The received money is increasing year by year.
- BCCI shares 50% money with the franchises.
- Among them 45% money is equal for all franchises, rest 5% depends on the team performance.

# IPL Business Model

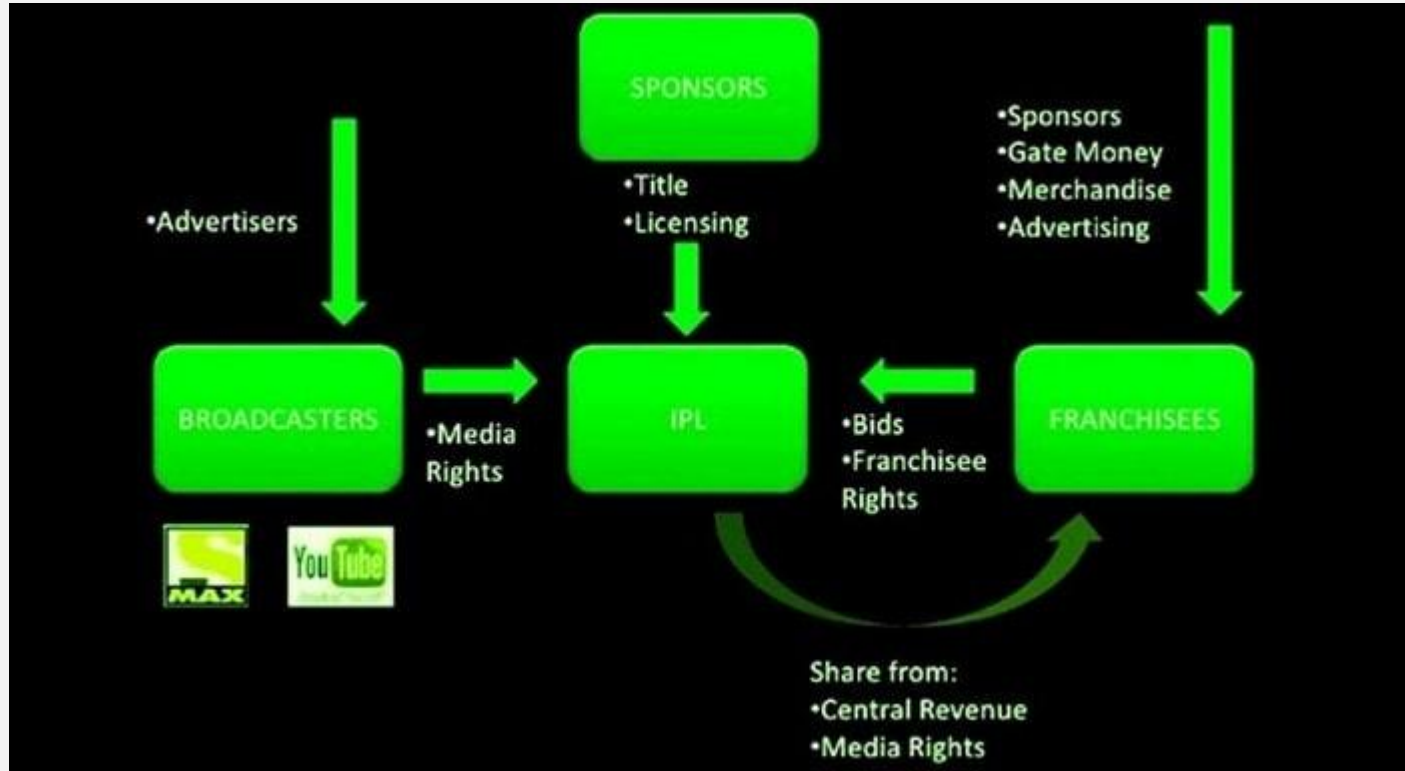




# IPL Business Model



# How IPL Makes Money?



# IPL Sponsorship



# IPL Title Sponsorship



# Sponsorship Revenue

## BROADCASTING DEALS & REVENUE FOR IPL 2023

| STAR SPORTS               | VIACOM18              |       |
|---------------------------|-----------------------|-------|
| Dream11                   | Dream11               | Oreo  |
| Airtel 5G Plus            | Jio Mart              | Sting |
| Cadbury Dairy Milk        | Phonepe               | Bingo |
| Parle Happy Happy         | Tiago.ev              | AJIO  |
| Thums Up                  | Rapido                | Haier |
| Asian Paints              | Puma                  | Rupay |
| Mountain Dew              | Amazon                |       |
| Tata Neu                  | ET Money              |       |
| Rupay                     | Kamla Pasand          |       |
| Kamla Pasand              | Castrol               |       |
| Britannia Winkin' Cow     | UltraTech Cement      |       |
| Jindal Panther TMT Rebars | TVS                   |       |
| LIC                       | Louis Phillippe Jeans |       |
|                           | Kingfisher Power Soda |       |
|                           | Appy Fizz             |       |

REVENUE = 2500 CRORES\*\*

REVENUE = 1000 CRORES

TOTAL REVENUE = 3500 CRORES (75-80% INVENTORY SOLD OUT)

## BROADCASTING DEALS & REVENUE FOR IPL 2022

| STAR SPORTS      | DISNEY+ HOTSTAR |        |
|------------------|-----------------|--------|
| Dream11          | Dream11         | Rupay  |
| Tata Corporate   | Tata            | Upstox |
| Byju's           | CRED            | Cars24 |
| CRED             | Swiggy          |        |
| Kamala Pasand    | Pristyn Care    |        |
| Asian Paints     | Zepto           |        |
| PhonePe          | Ather Energy    |        |
| Swiggy Instamart | NiyoX           |        |
| White Hat Jr     | Parle Agro      |        |
| Meesho           | Spotify         |        |
| Spotify          | Livespace       |        |
| Pepsi            | L'Oréal         |        |
| Mondelez         | Spinny          |        |
| Tata Neu         | Unacademy       |        |
|                  | Amazon Prime    |        |

REVENUE = 3100 CRORES

REVENUE = 1500 CRORES

TOTAL REVENUE = 4600 CRORES (95-100% INVENTORY SOLD OUT)

DROP IN REVENUE = 23.91%

# Revenue for the Franchises

- Franchise can earn money through brand sponsoring in their jersey and equipments.
- Companies sponsoring the teams get a huge boost among the fanbase of the team and the tournament.
- Companies can use the name and star players for their brand endorsements.

# Revenue for the Franchises

- Teams have to pay 20% of revenue to BCCI as fee to organise matches, pay associations, organization purposes.

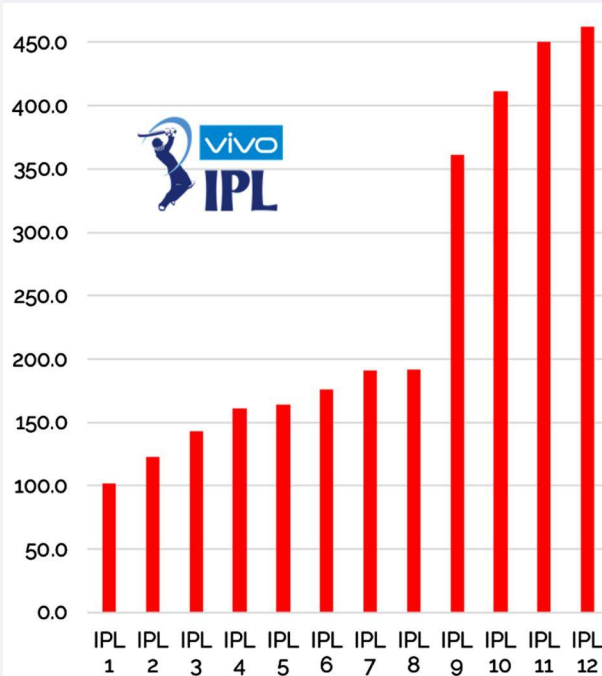
# IPL Teams Revenue





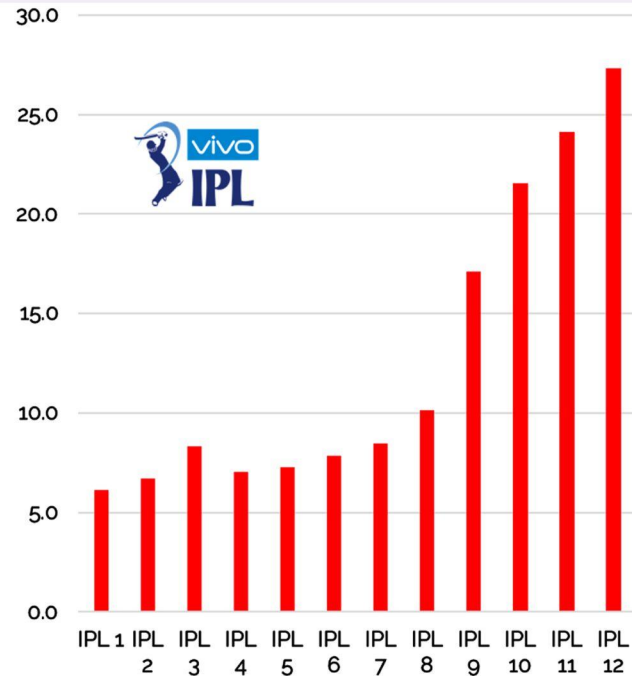
# IPL Viewership Rise

IPL - Total Indian TV audience by season (millions)



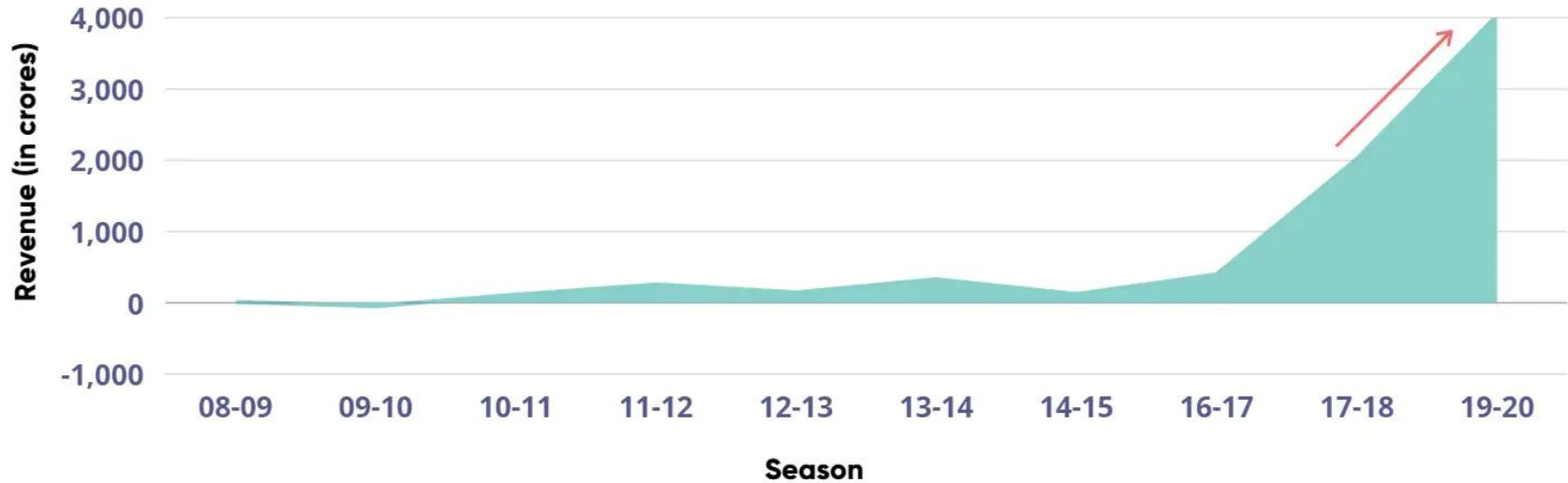
YouGovSport

IPL - Average minute audience by season (millions)

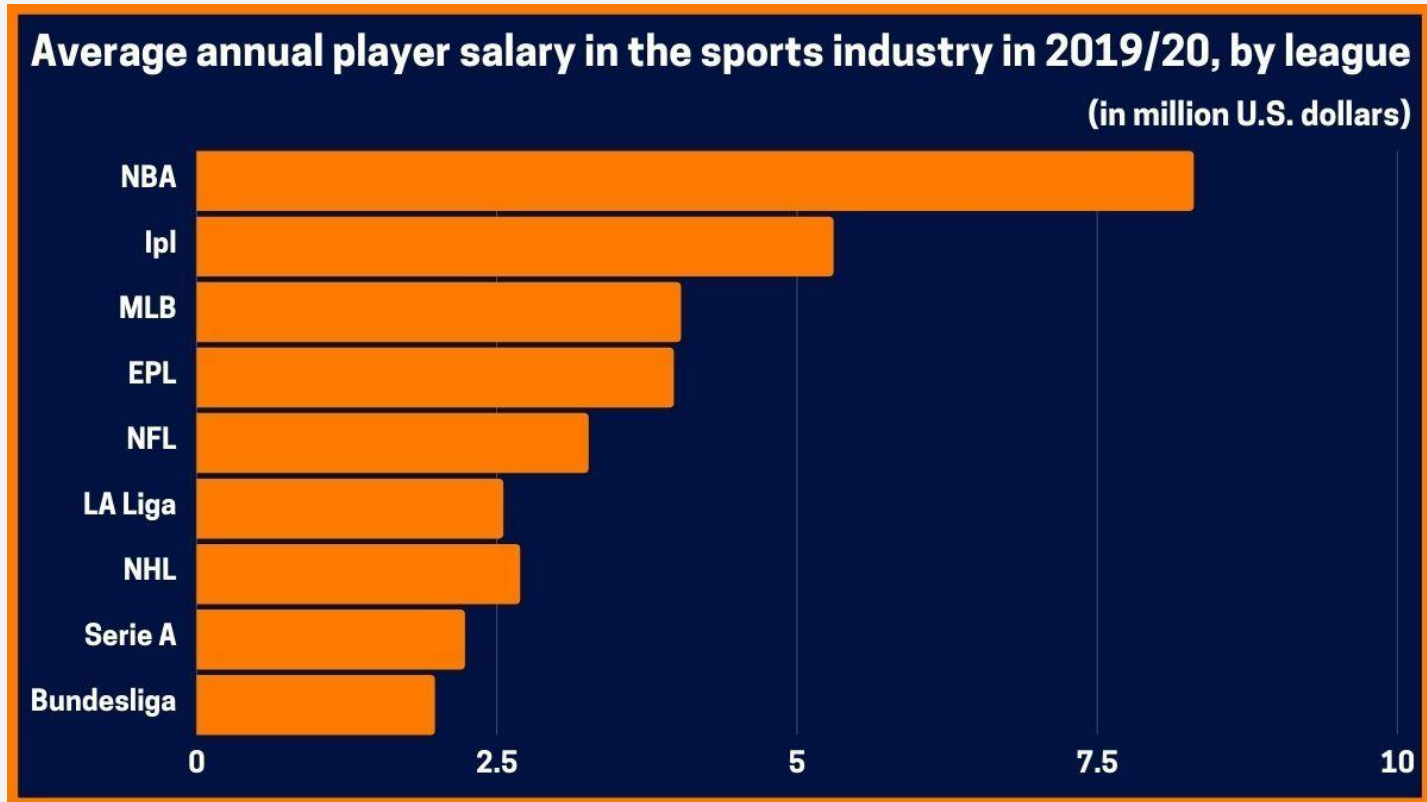


# IPL Revenue of BCCI

**BCCI's revenue from IPL**



# IPL Player Salary



# Contribution to Indian Economy

- IPL alone contribute 11500 crore Rs to the GDP of India.

