



Business Basics



IPL

Ad-Vantage or Ad-Diction? IPL 2025's Economic Engine and Social Toll

An Investigative Special for Business
Basics, May 2025 Edition

START

-By Anshika Singh



Business Basics

Revenue Analysis

RESET

Risk Index

Growth Trends

Impact Estimate

Celebrity Risk

Public Cost

Economic Gains

Ethics Scorecard

Policy Ideas



How Much Revenue Does IPL Generate from Central Contracts?

Associate Partner

Official Broadcaster..

Official Digital Streaming...

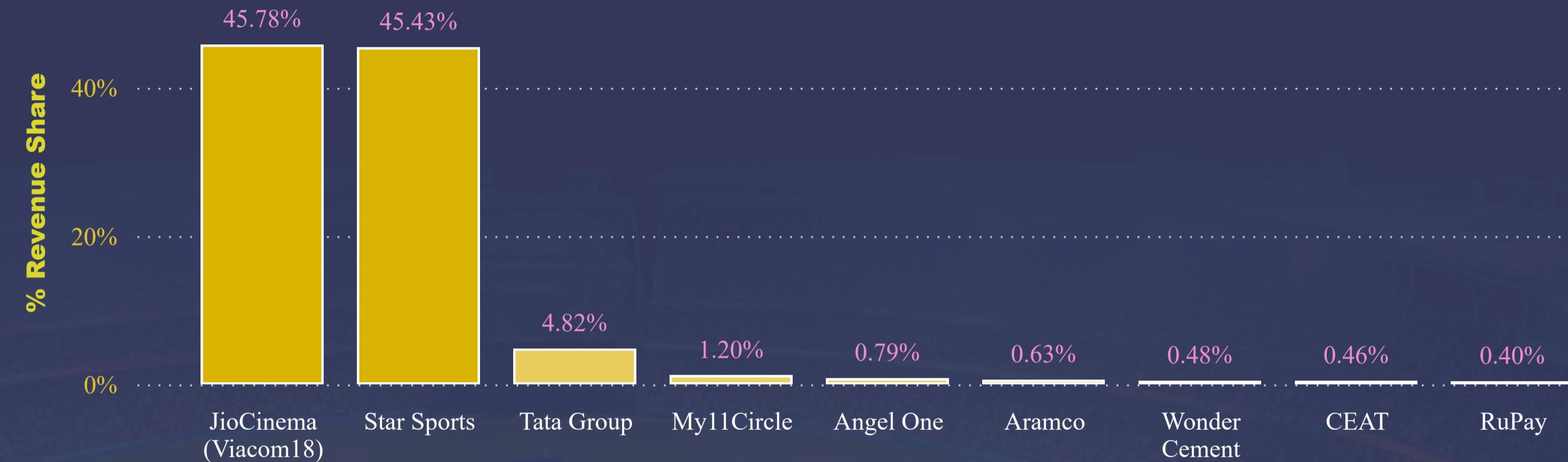
Official Orange &...

Official Strategic...

Official Umpire...

Title Sponsor

% Revenue Contribution by IPL Sponsors – 2025



₹ 10,378

Total Revenue in 2025 (crores)



JioCinema

₹ 4,751

Top Sponsor (crores)



What Is the Social & Health Risk Index of IPL Advertisers?



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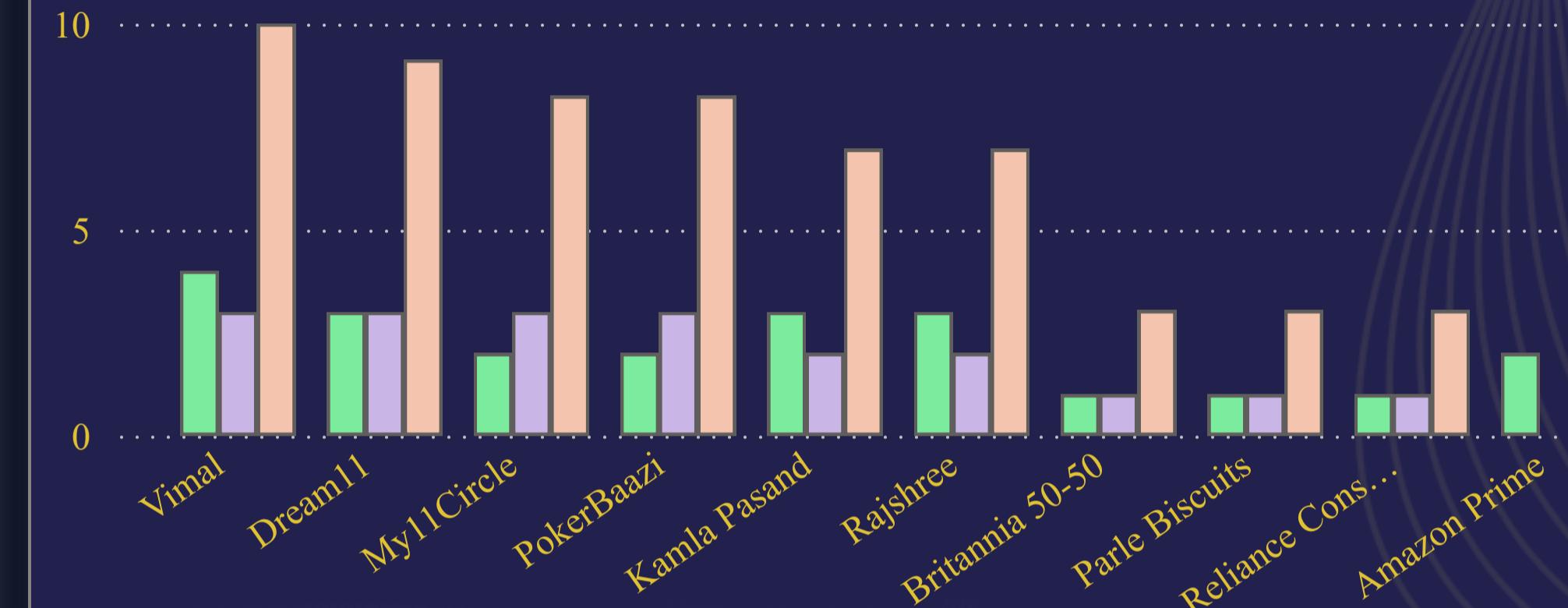
Risk, Influence, Celebrities & Brand Categories Compared

Advertiser Brand	health_social_risk (0-3)	celebrity_influence (0-4)	Calculated Risk (1-10)
Vimal	3	4	10.00
Dream11	3	3	9.13
My11Circle	3	2	8.25
PokerBaazi	3	2	8.25
Kamla Pasand	2	3	6.96
Rajshree	2	3	6.96
Britannia 50-50	1	1	3.04
Parle Biscuits	1	1	3.04
Reliance Consumer Products	1	1	3.04
Amazon Prime	0	2	1.75

Do Celebrity Endorsements Overpower the Health Risks?

→ Comparing Influence with Public Risk Scores

Celebrity influence health_social_risk Calculated Risk Index



Which Brands Are the Riskiest to Public Health in IPL 2025?

→ Ranked by Health & Social Risk Index





What Is the Growth Outlook for High-Risk Brands Until 2030?



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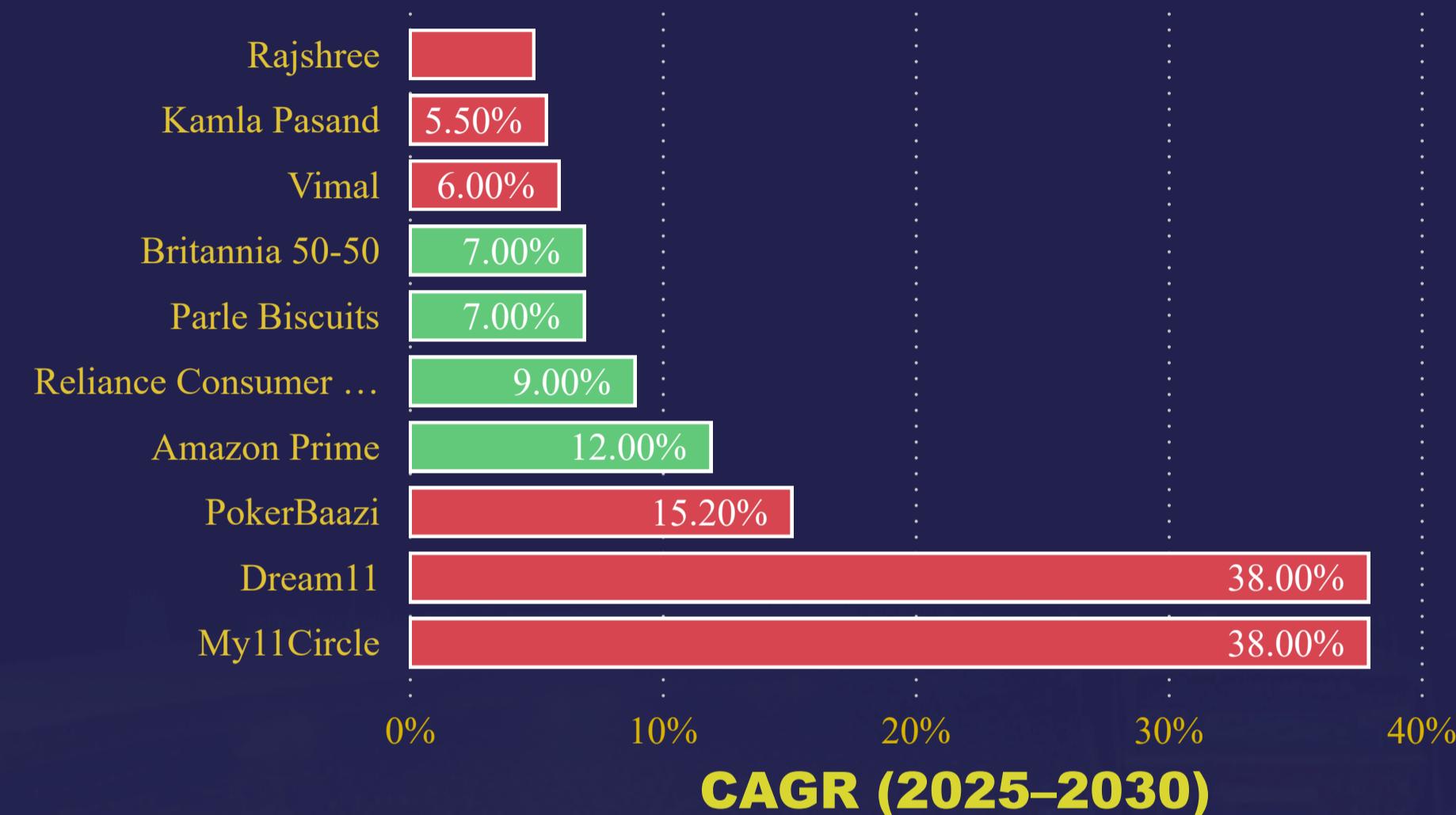
Economic Gains

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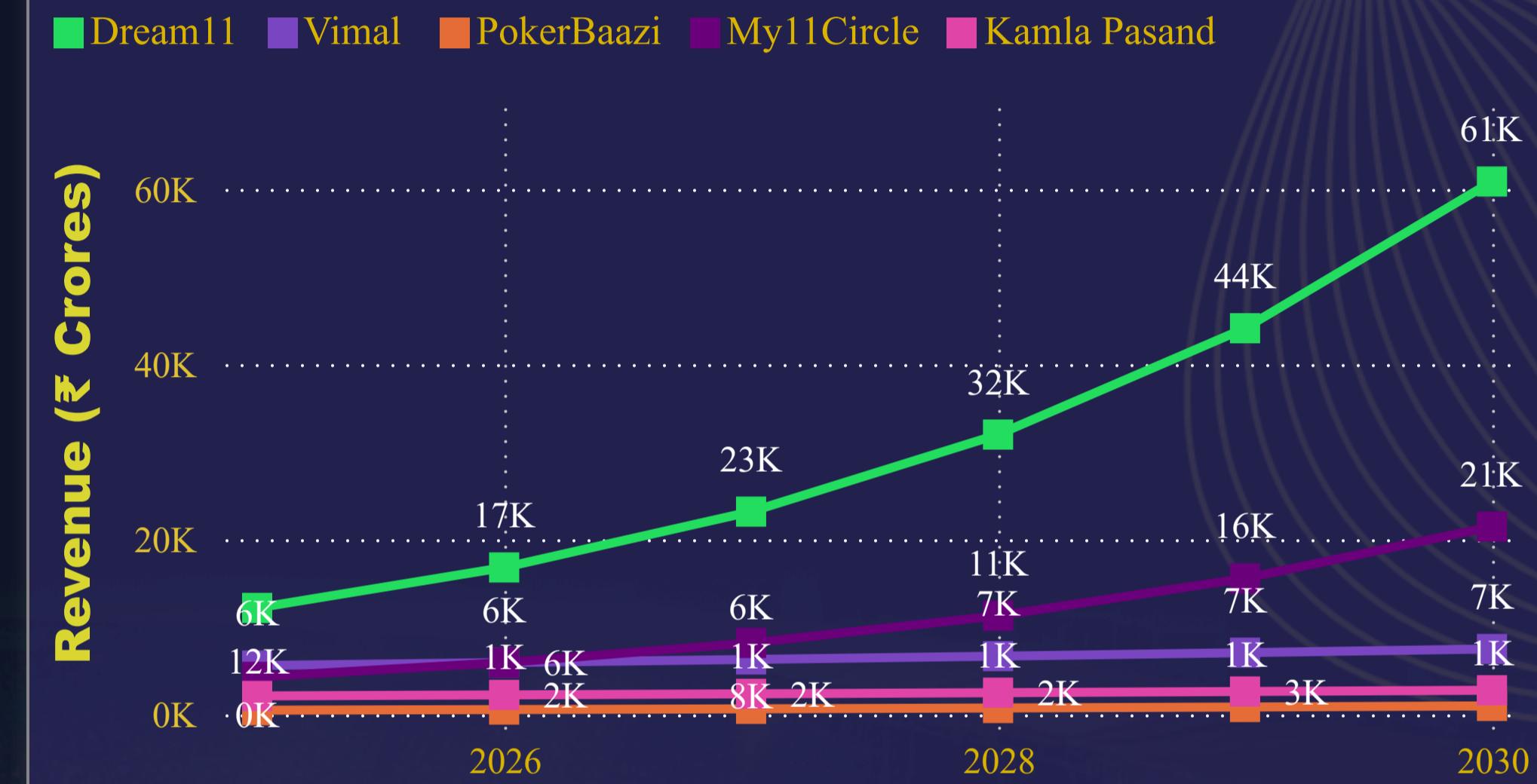
Scorecard

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Which High-Risk Advertisers Are Growing Fastest?



Projected Revenue Growth of High-Risk IPL Advertisers (2025–2030)



PokerBazi 415.00
Latest Revenue
970
revenue 2030
15.20%
CAGR
8.25
risk index

Kamla Pasand 2,000.00
Latest Revenue
2758
revenue 2030
5.50%
CAGR
6.96

Dream11 6,384.00
Latest Revenue
60848
revenue 2030
38.00%
CAGR
60.42
Risk index

Vimal 5,267.00
Latest Revenue
7471
revenue 2030
6.00%
CAGR
10.00
risk index

My11Circle 2,250.00
Latest Revenue
21445
revenue 2030
38.00%
CAGR
8.25
risk index

Sector
All



How Many People Are Negatively Affected by These Brands?



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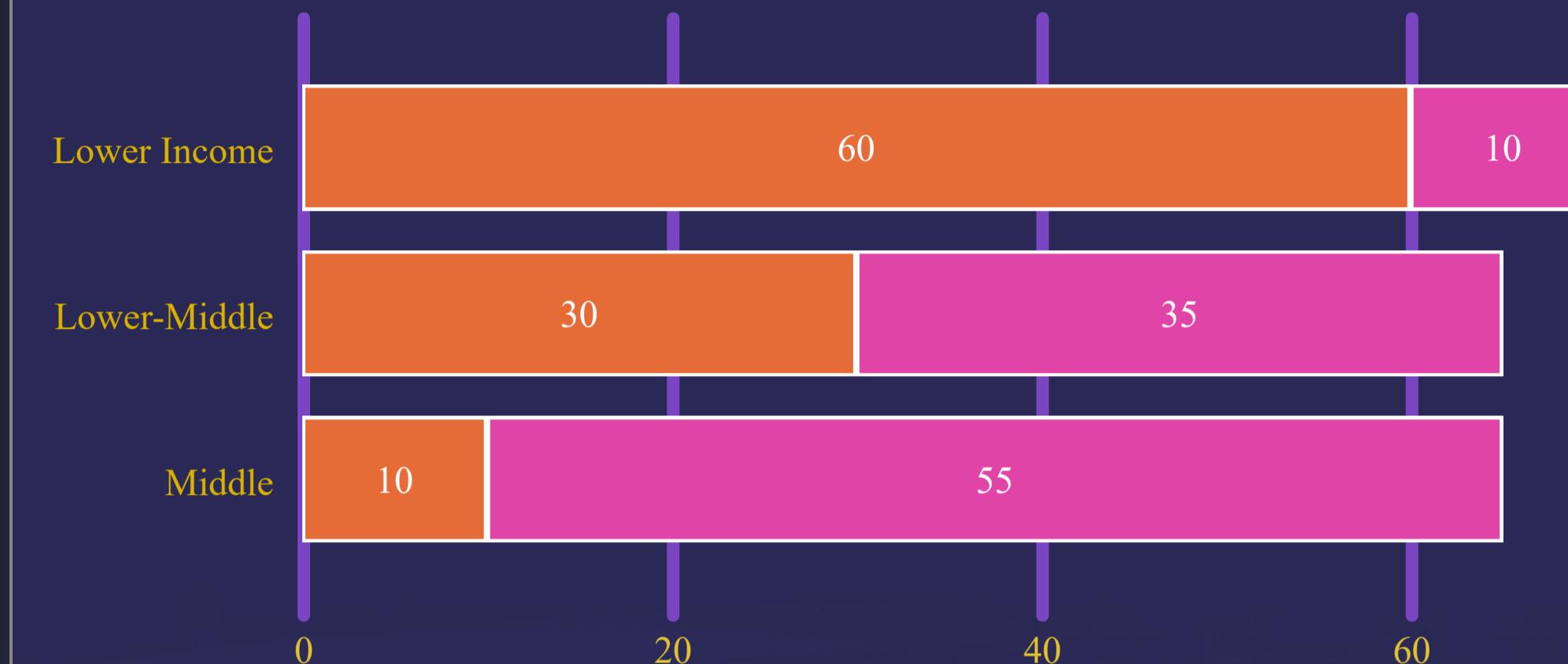
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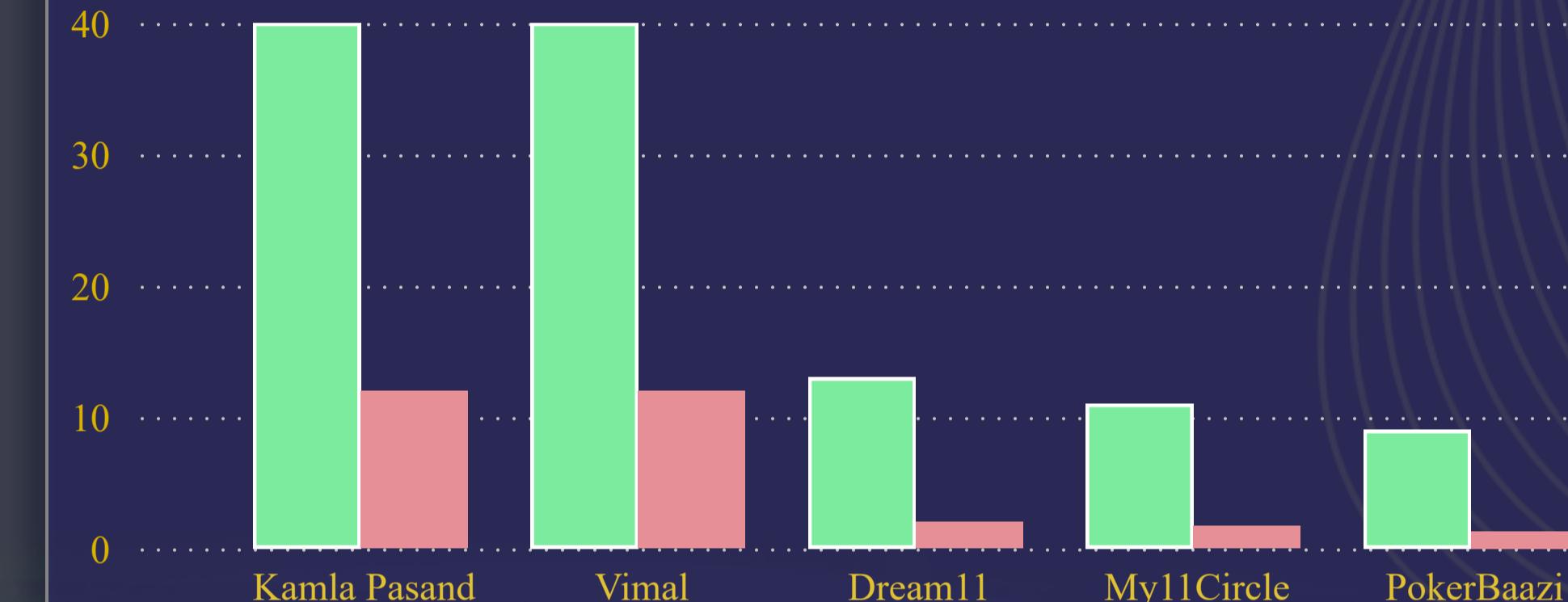
Ad Category Impact by Income Group

Pan Masala Exposure (%) Fantasy Gaming Exposure (%)

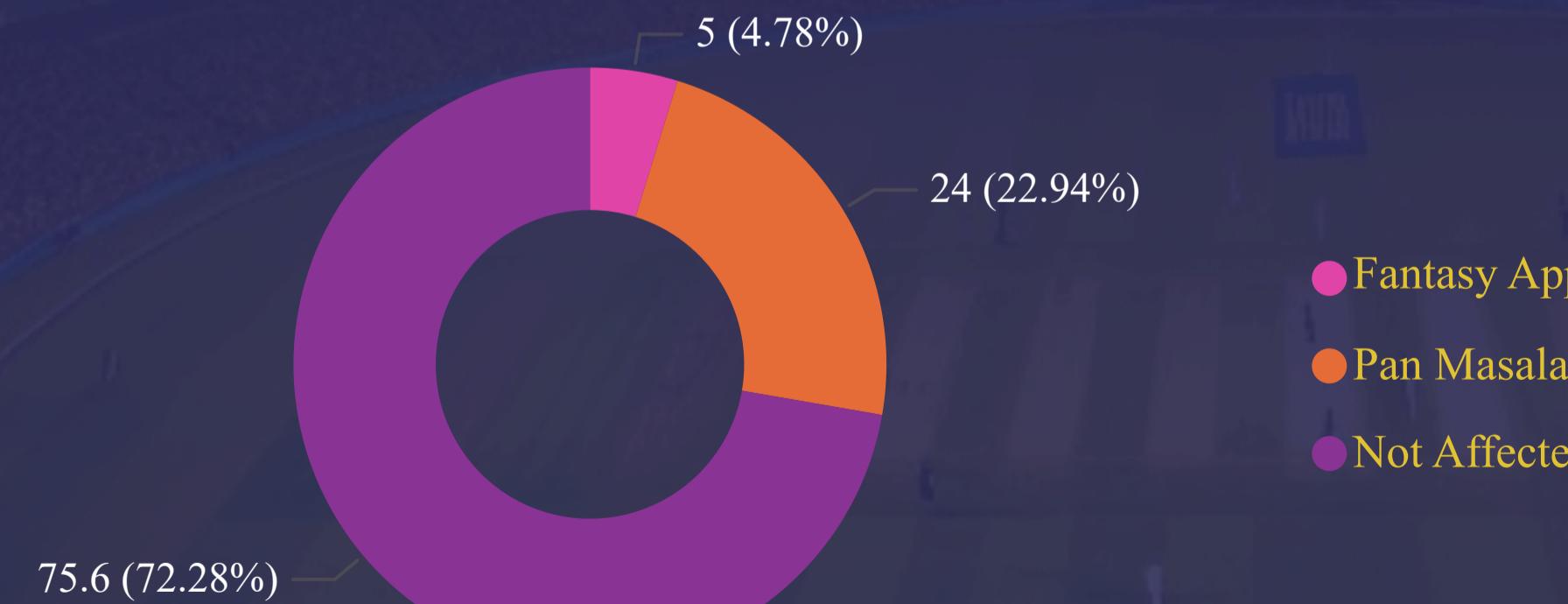


IPL 2025 Ad Targeting: Population Targeted vs. Harmed by Category

Targeted Population (Millions) Negatively Affected (Millions)



Share of Population Potentially Harmed by High-Risk Brands





Which Celebrities Are Endorsing High-Risk Brands in IPL 2025?



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Brand(s) Promoted	Category	Celebrity Name	Promoted in 2023	Promoted in 2024	Promoted in 2025
Dream11	Fantasy/App	Ranbir Kapoor	✓	✓	✓
My11Circle	Fantasy/App	Sourav Ganguly	✓	✓	✓
Rajshree	Pan Masala	Salman Khan	✓	✓	✓
Vimal	Pan Masala	Ajay Devgn	✓	✓	✓
Vimal	Pan Masala	Shah Rukh Khan	✓	✓	✓

Vimal
Brand(s) Promoted
Pan Masala
Category
Ajay Devgn
Celebrity Name
10.00
risk index



Vimal
Brand(s) Promoted
Pan Masala
Category
Shah Rukh Khan
Celebrity Name
10.00
risk index



Rajshree
Brand(s) Prom...
Salman Khan
Celebrity Name
6.67
Sum of Health...
7.50
CelebrityInfluence

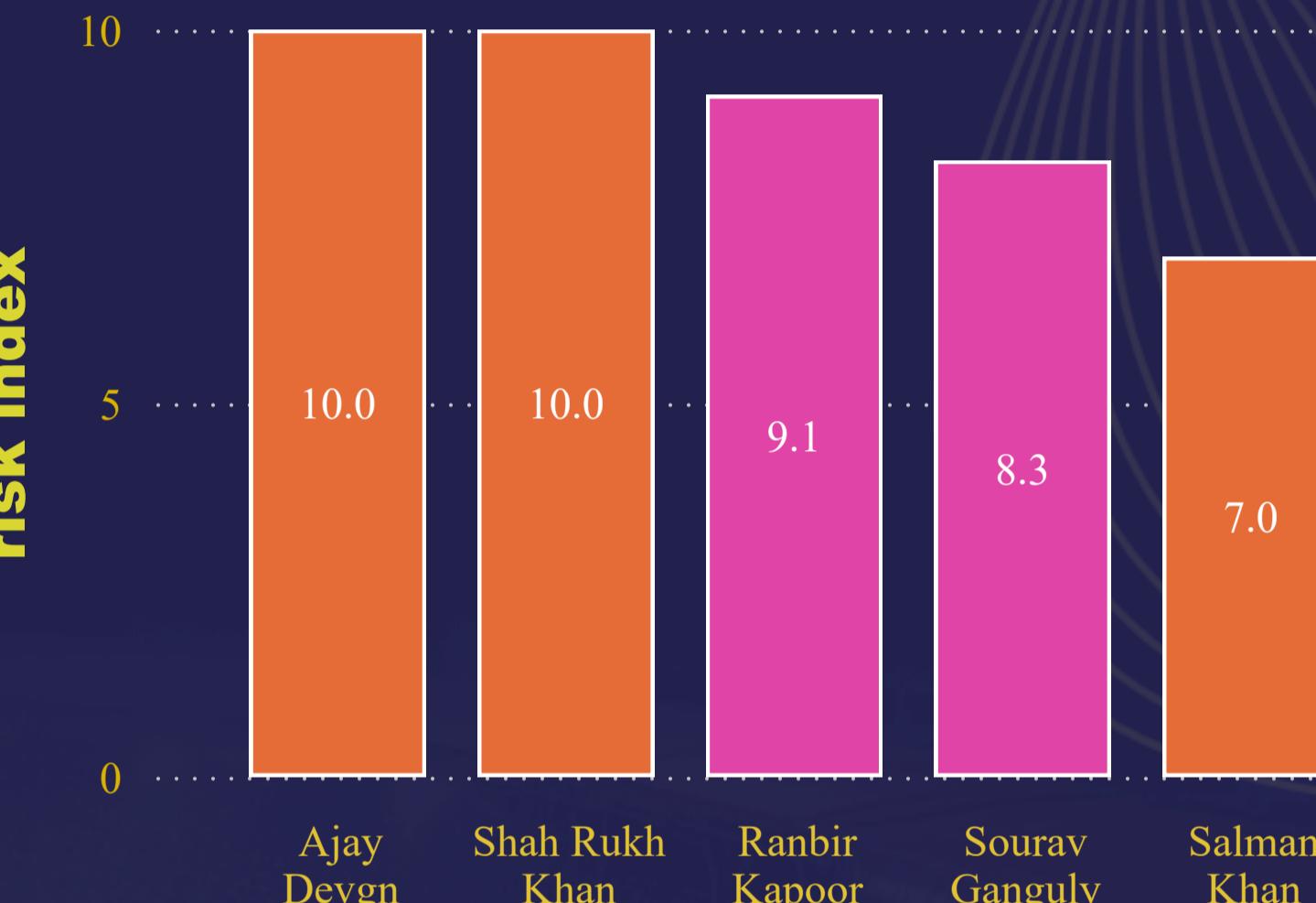
Dream11
Brand(s) Prom...
Ranbir Kapoor
Celebrity Name
10.00
HealthRisk
7.50
CelebrityInfluence



My11Circle
Brand(s) Prom...
Sourav Ganguly
Celebrity Name
10.00
HealthRisk
5.00
CelebrityInfluence

How influential are the top celebrities promoting socially risky brands?

Category ● Fantasy/App ● Pan Masala





Accessing Public Health Cost and Gambling Behaviour



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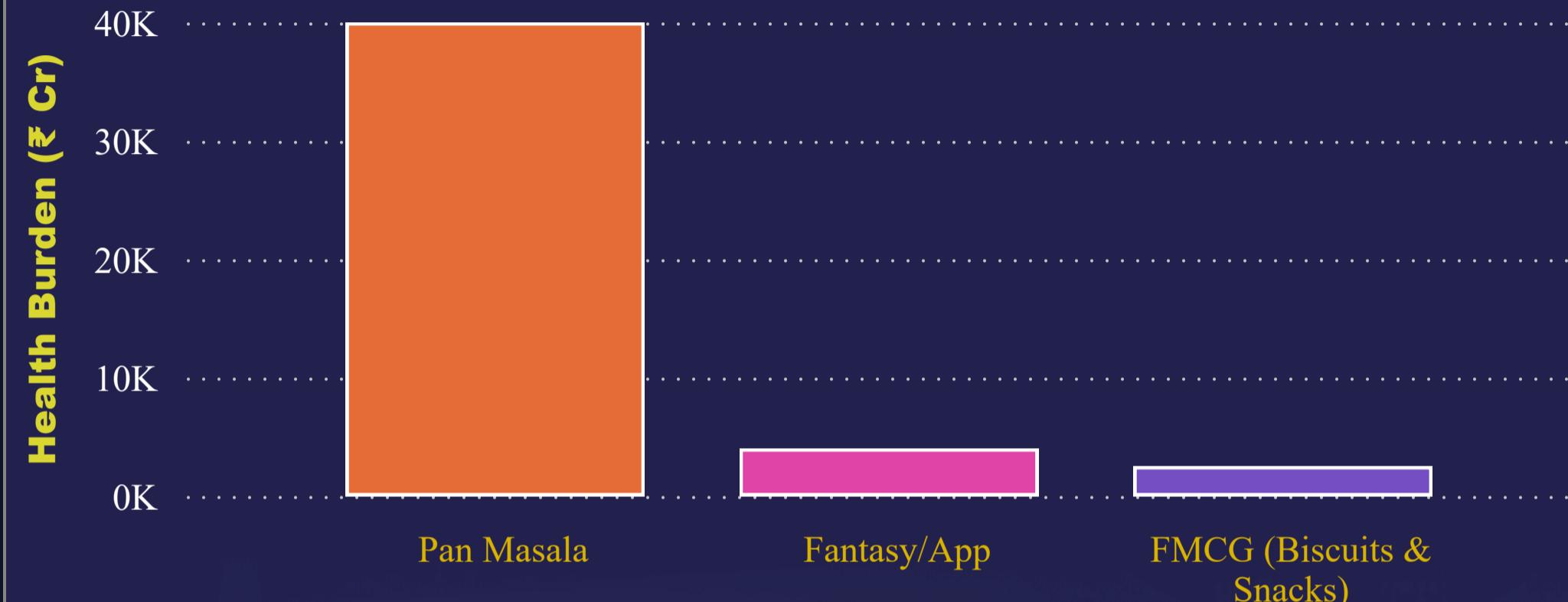
Public Cost

Economic Gains

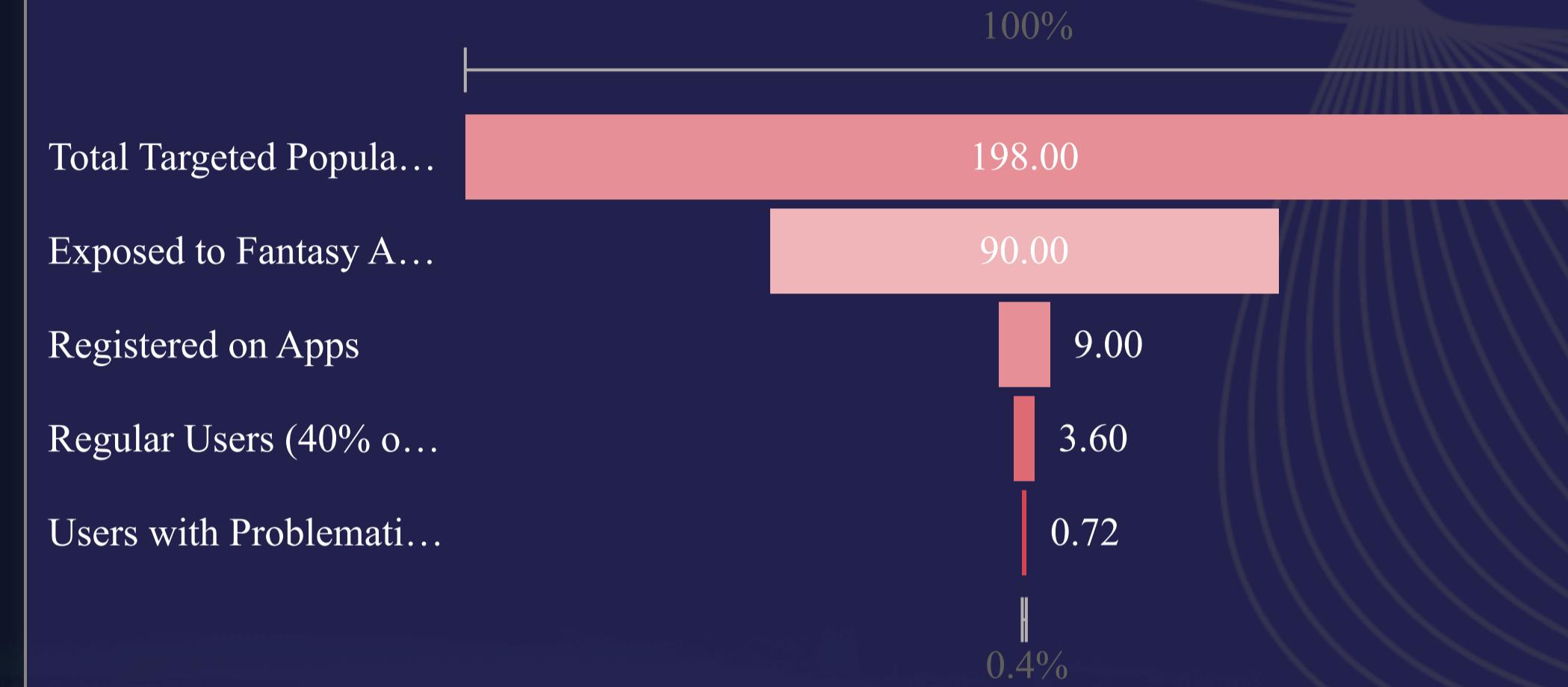
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How Do Health Costs Vary Across Product Categories?



From Ad Exposure to Gambling Harm



47K

Total Economic Burden (In Cr)

Event	Country/Region	Gambling Ads (Status)	Tobacco/Surrogate Ads (Status)
Women's Cricket World Cup	India	Permitted	Officially banned, surrogates still possible
UEFA Champions League Final	Europe	permitted (restricted for youth)	Banned
Super Bowl	USA	permitted (regulated, state-dependent)	Banned
Olympics (2024)	Global	Banned	Banned
NBA	USA	Generally banned (Host dependent)	Banned
IPL (Indian Premier League)	India	Permitted (with warnings)	Officially banned, surrogates still possible
Grand National (Horse Racing)	UK	Permitted (with warnings)	Banned
Formula 1	Global	permitted (regulated, country-dependent)	Banned
FIFA World Cup (2026)	USA, Canada, Mexico	Generally banned (Host dependent)	Banned
EPL (English Premier League)	UK	permitted (restricted for youth & placement)	Banned
BBL (Big Bash League)	Australia	Banned	Banned



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What Economic Impact Does IPL Advertising Create?



14K

Jobs Generated

475800K

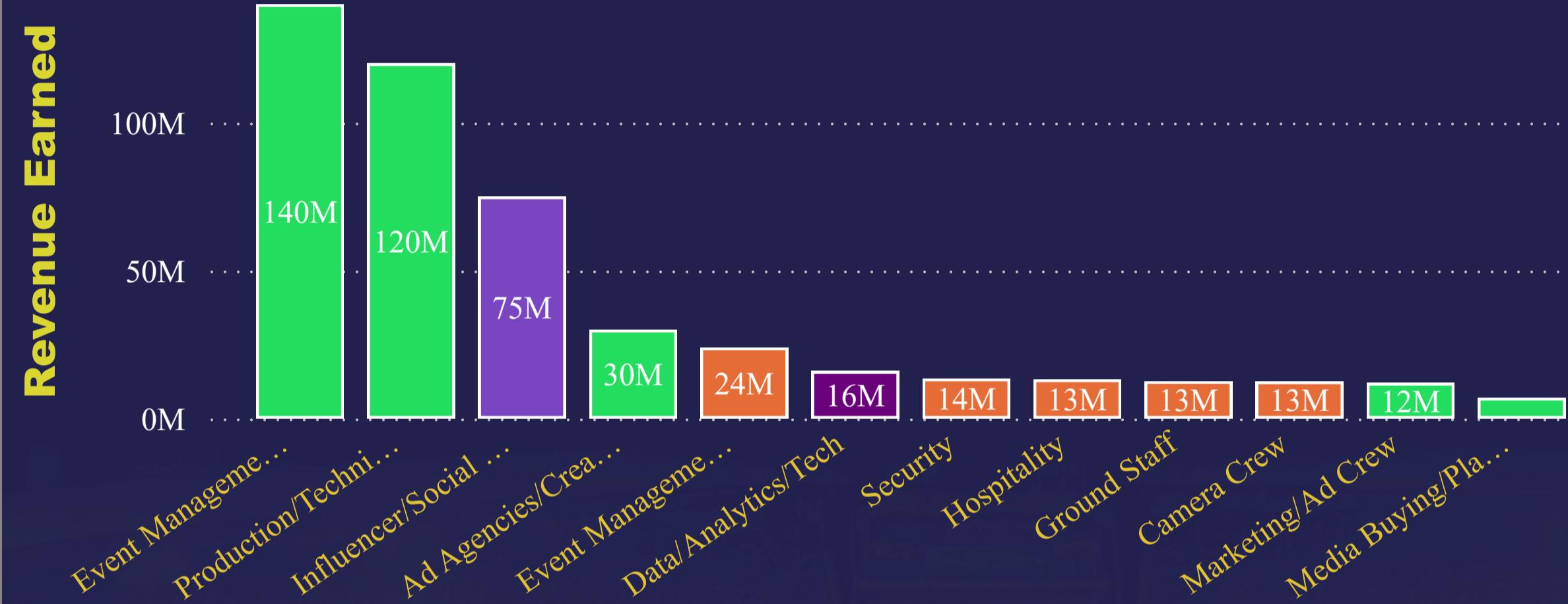
SUM of Total Wages (INR)

2,564

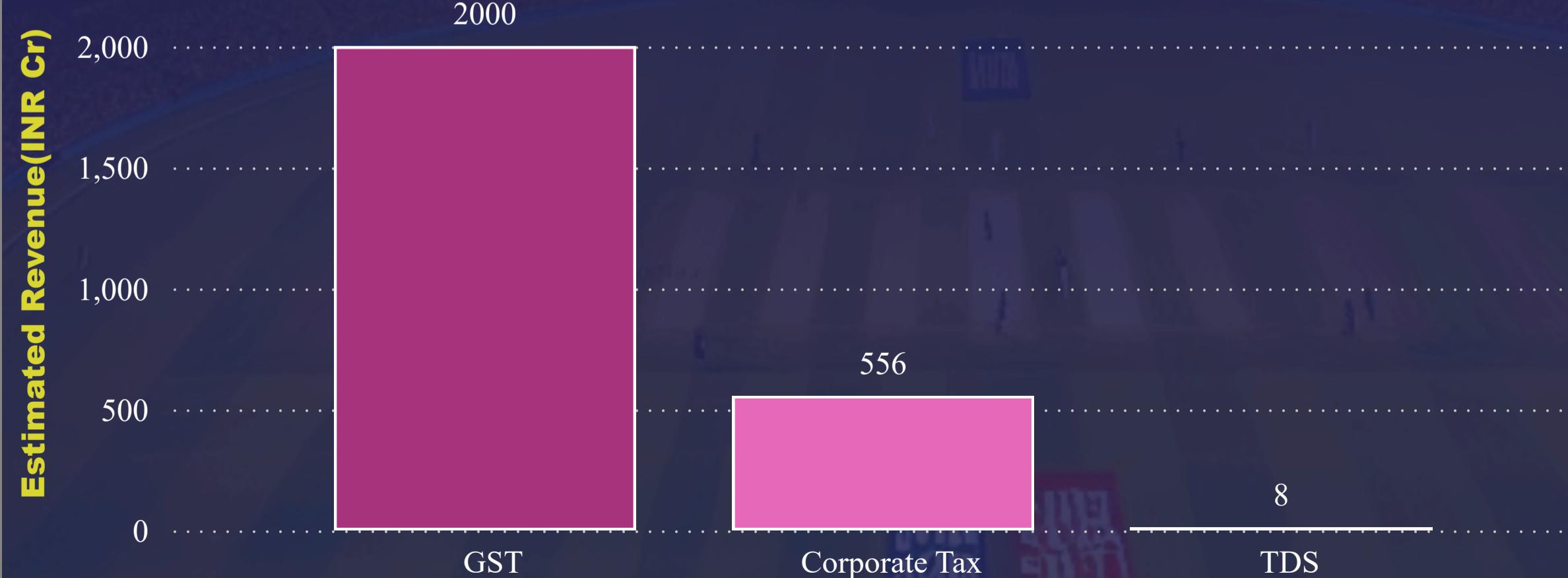
Economic Gain by Tax (INR in Cr)

IPL 2025: Seasonal Employment by Job Role

Category ● Creative & Planning ● Digital & Influencer Eng... ● On-Ground Execution ● Tech & Analytics



IPL 2025 Advertising: Estimated Tax Revenue by Type





Ethic ScoreBoard



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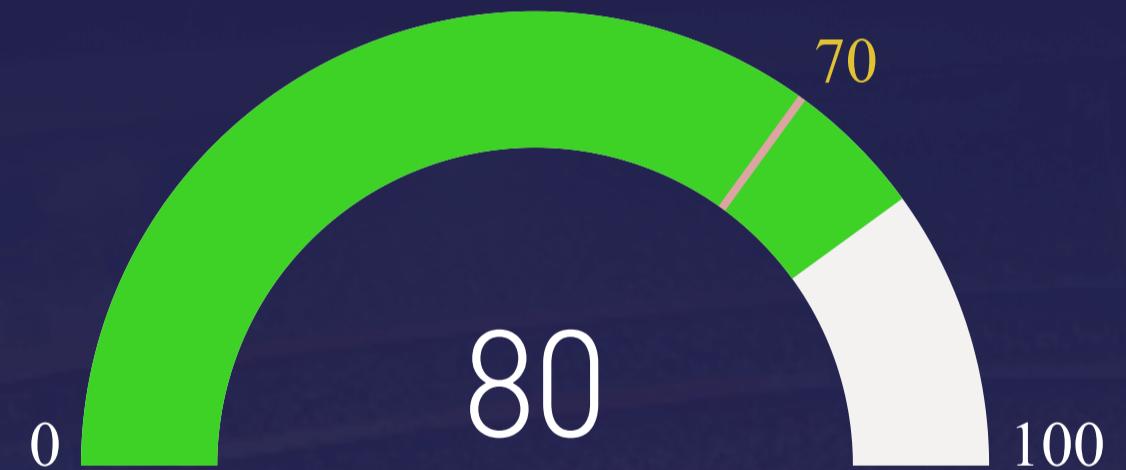
Economic Gains

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Advertiser	Brand	Category	risk index	RevenueIndex	BalancedScore
Vimal	Pan Masala	Pan Masala	10.00	1.09	0.55
PokerBaazi	Fantasy/App	Fantasy/App	8.25	0.00	0.88
Kamla Pasand	Pan Masala	Pan Masala	6.96	0.30	1.67
My11Circle	Fantasy/App	Fantasy/App	8.25	3.42	2.59
Dream11	Fantasy/App	Fantasy/App	9.13	10.00	5.44

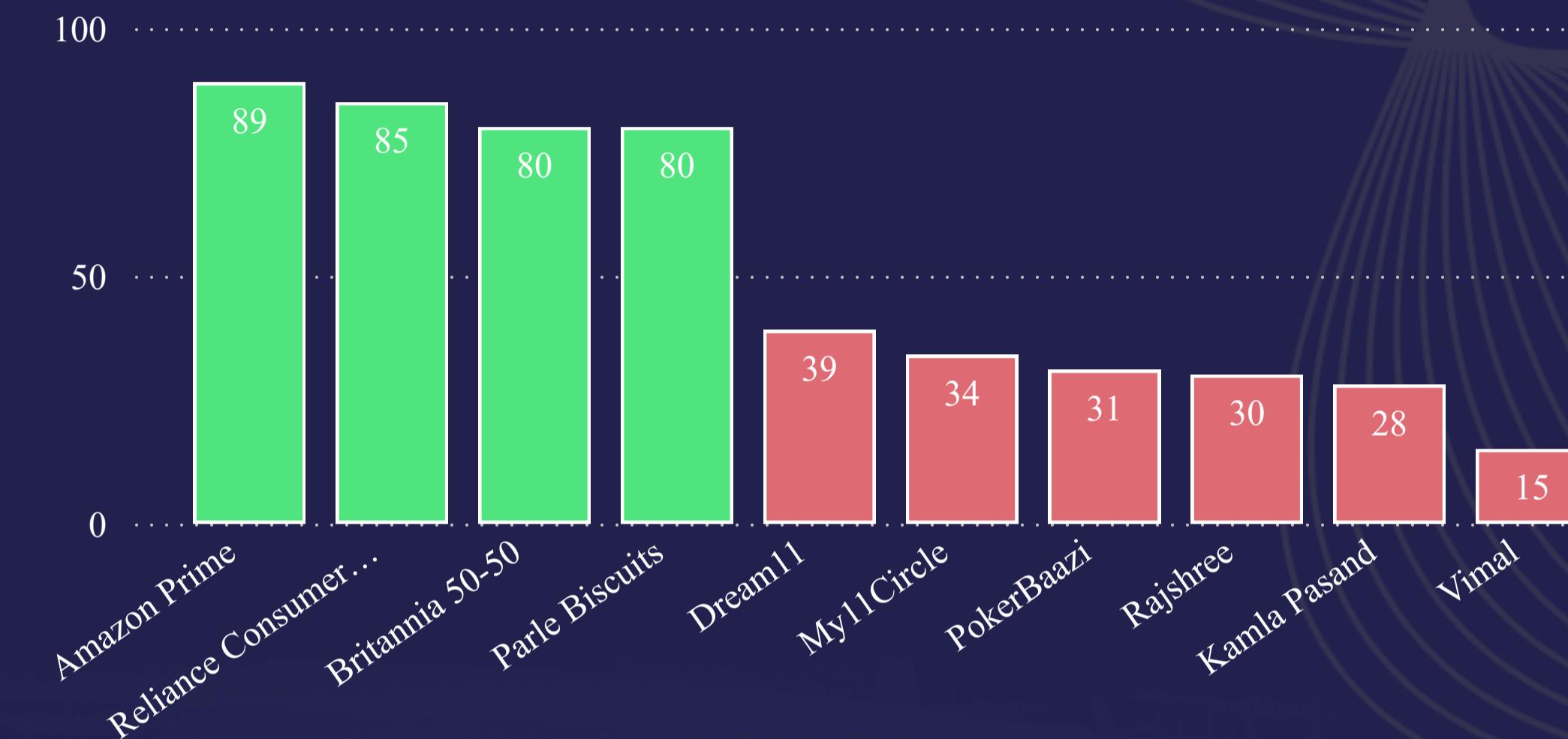
How Ethical Is This Brand's Advertising



AEI Range Ethical Grade Color

- | | | |
|--------|------------|--------|
| 0–40 | Unethical | Red |
| 41–70 | Borderline | Yellow |
| 71–100 | Ethical | Green |

How Does AEI Vary Across Advertisers?



Advertiser

Vimal

Reliance Consu...

Rajshree

PokerBaazi

Parle Biscuits

My11Circle

Kamla Pasand

Dream11

Britannia 50-50

Amazon Prime



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Outcomes - Policy Ideas



Framework to Increase Economic Benefits While Reducing Social Harms



Responsible Advertising Policy for IPL



Endorsement Strategy Framework for Players



Framework to Increase Economic Benefits While Reducing Social Harms

Pillar

Economic Strategy

Social Mitigation Strategy

Revenue Diversification

Expand digital/OTT deals, tiered ticketing for fans

Allocate 5% ad revenue to grassroots sports & health programs

Sponsorship Ethics

Prioritize ESG-compliant sponsors; apply a social risk fee on high-risk brands

Ban surrogate ads (e.g., pan masala, alcohol proxies)

Tourism & Hospitality

IPL travel tie-ups with state tourism boards

Enforce fair wages, monitor labor practices

Infrastructure Legacy

Invest IPL funds in stadium upgrades with renewables

Repurpose temporary infrastructure into community sports zones

Data-Driven Governance

Monetize opt-in viewer data for ad targeting

Independent watchdog for ad ethics & worker rights



Responsible Advertising Policy for IPL

Policy Area

Rule

Revenue Preservation

Prohibited Categories

Ban tobacco, alcohol & surrogate (mouth freshener) ads

Replace with fitness/health brands at +20% premium

Fantasy Gaming Ads

Post-9 PM only, show "18+" warning for 20% of screen

Charge "Responsible Gaming" certification fees

Celebrity Endorsements

Celebs must verify product safety before endorsement

Ethical badges → new revenue stream for verified brands

Health Messaging

Dedicate 10% ad time to MoHFW-approved anti-addiction campaigns

Sell "Health Partner" sponsorships to hospitals/NGOs

Transparency

Publish celeb-brand contracts on public BCCI portal

Monetize portal via ethical traffic ads

 Run a Brand Ethics Check

Avoid brands linked to health or social harm (e.g., pan masala, betting apps). Use verified watchlists or ethical brand platforms.

 Align with Personal Values

Endorse only those products you genuinely support or would use. Think about your long-term image and fan trust.

 Secure Ethical Contracts

Add exit clauses for controversies and limit endorsement duration to 1 year to stay flexible and protected.

 Support Social Impact

Pledge a portion (e.g., 10%) of fees to social or health causes. Co-create responsible ads with warning labels where needed.

 Track Public Sentiment

Use tools 1 to monitor how fans perceive the brand on social media before signing.