

INDIAN PREMIER LEAGUE



INTRODUCTION

- The **Indian Premier League (IPL)** is a professional twenty 20 cricket league, contested by eight teams based out of eight different Indian cities.
- The league was founded by the Board of Control for Cricket in India (BCCI) in 2007. It is usually held between March and May of every year.
- The INTERNATIONAL MANAGEMENT GROUP(IMG)is a global sports , events and talent management company and DNA Entertainment network are the two companies which manages IPL event, moreover multiple big leagues are handled by multiple event companies in multiple cities.
- In this league phase each of the eight teams play with each other twice in the home-and-away-round robin style, the top four teams will qualify for the playoffs at the end of league stage.
- In the first qualification match , the top two teams from the league will face off with the winner moving straight to IPL finals and the loser earns another chance to qualify.
- The winner of the second qualifying match advances to the final, where they will face the winner for first qualifying match.

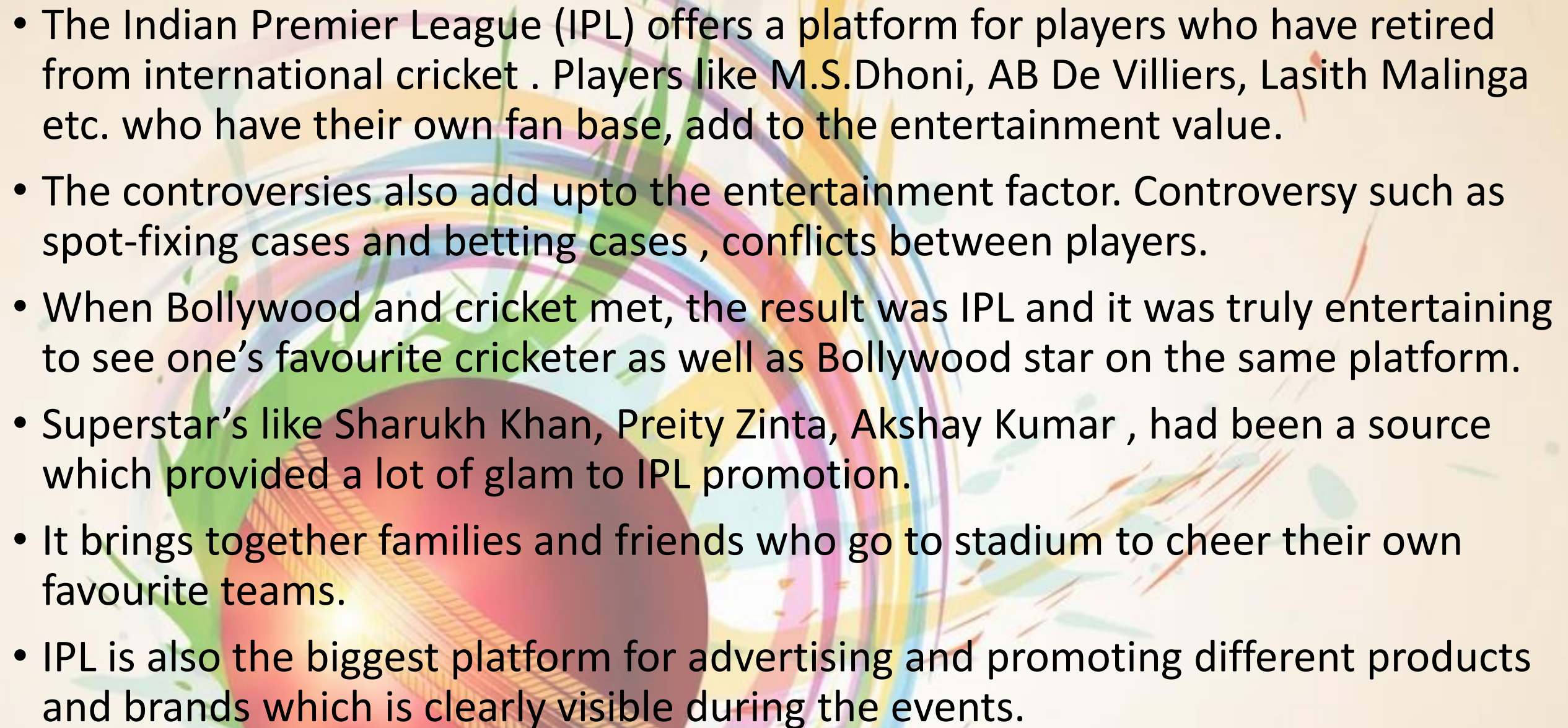
History

- The ICL was formed in 2007 which was not recognized by the Board of Control for Cricket in India (BCCI) or the International Cricket Council (ICC) and the BCCI were not pleased with its committee members joining the ICL executive board . To prevent players from joining the ICL, the BCCI increased the prize money in their own domestic tournaments and also imposed lifetime bans on players joining the ICL, which was considered a rebel league by the board.
- On 13 September 2007, India won the T20 World cup where BCCI announced a franchise-based T20 cricket competition called Indian Premier League.



Sports Entertainment

- IPL was planned as an entertainment item to be broadcast on Set Max, a movie channel, when it was first founded.
- Ten years in the entertainment mode IPL was broadcasted on a blockbuster movie channel Star Gold.
- The IPL is most attended cricket league in the world and ranks 6th among all the sports league.
- In 2010 the IPL became the first sporting event in the world to be broadcast live on Youtube .
- People are very excited to see IPL because this is a platform that brings different players of different countries at one platform for which they get attracted to see their favourite players perform.

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- The Indian Premier League (IPL) offers a platform for players who have retired from international cricket . Players like M.S.Dhoni, AB De Villiers, Lasith Malinga etc. who have their own fan base, add to the entertainment value.
 - The controversies also add upto the entertainment factor. Controversy such as spot-fixing cases and betting cases , conflicts between players.
 - When Bollywood and cricket met, the result was IPL and it was truly entertaining to see one's favourite cricketer as well as Bollywood star on the same platform.
 - Superstar's like Sharukh Khan, Preity Zinta, Akshay Kumar , had been a source which provided a lot of glam to IPL promotion.
 - It brings together families and friends who go to stadium to cheer their own favourite teams.
 - IPL is also the biggest platform for advertising and promoting different products and brands which is clearly visible during the events.

VENUE

- KOLKATA- EDEN GARDEN
- BENGALURU-CHINNASWAMY STADIUM
- NEW DELHI – FERROZ SHAH KOTLA
- MUMBAI – WANKHEDE STADIUM
- CHENNAI – CHIDAMBARAM STADIUM
- GUJRAT – NARENDRA MODI STADIUM
- HYDERABAD- RAJIV GANDHI INTERNATIONAL STADIUM



SPONSORS OF IPL





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