

THE IPL: A BUSINESS POWERHOUSE WITH DEEP SOCIAL INFLUENCE

ECONOMIC IMPACT

- Revenue generation
- Boost to local economies
- Employment opportunities

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SOCIAL IMPACT

- Cultural unifier
- Youth inspiration & aspirations
- Influence on pop culture

Presented by:

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Problem Statement



"Business Basics" aims to explore the dual impact of IPL 2025 by analyzing its significant role in driving economic growth and its potential social and health implications due to the heavy presence of fantasy gaming and pan masala advertisements. Under the leadership of Chief Editor Tony Sharma, this edition seeks to provide a balanced perspective that goes beyond cricket, addressing the broader business ecosystem and the importance of responsible advertising.

Primary Analysis



- What is the total revenue generated by IPL from central contracts in 2025, and what percentage does each contributor (e.g., media rights, sponsorships) represent?
- What is the Health/Social Risk Index for each of the top advertising brands featured during IPL 2025, based on qualitative indicators from the fact_ipl_advertisers dataset?
- What is the projected Compound Annual Growth Rate (CAGR) until 2030 for the top 5 companies with a high Health/Social Risk Index?
- What is the estimated total population negatively impacted by high-risk brands such as pan masala and betting apps, based on user data and associated health/social consequences?
- Who are the top 5 celebrities endorsing high-risk brands during IPL 2025, and have they been involved in promoting similar brands over the past two years (as verified using online sources like Perplexity)?

Secondary Analysis



Public Health Implications:

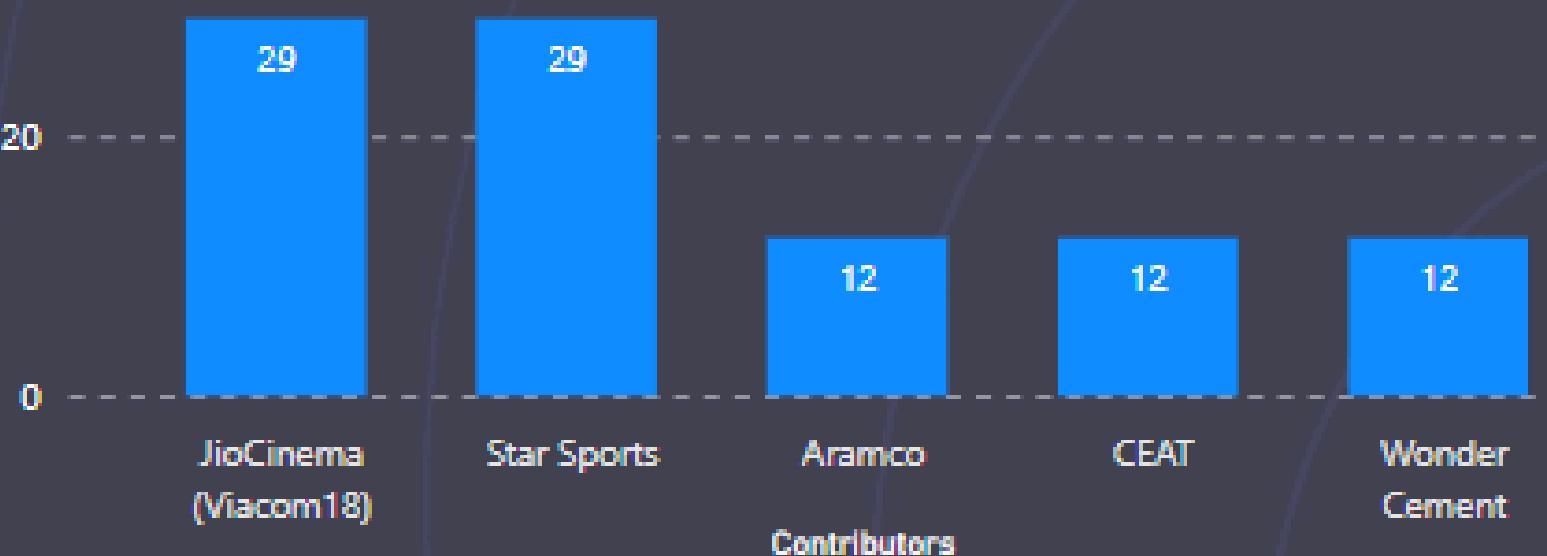
- What are the estimated public health costs associated with the consumption of products (e.g., pan masala, alcohol substitutes) heavily advertised during IPL 2025?
- How do fantasy sports and betting app advertisements during IPL influence gambling behavior and addiction trends among vulnerable population groups?
- How do IPL's advertising regulations compare to those of major global sporting events (e.g., FIFA World Cup, Olympics, NFL) in terms of restricting socially harmful content?

Economic Ecosystem Analysis:

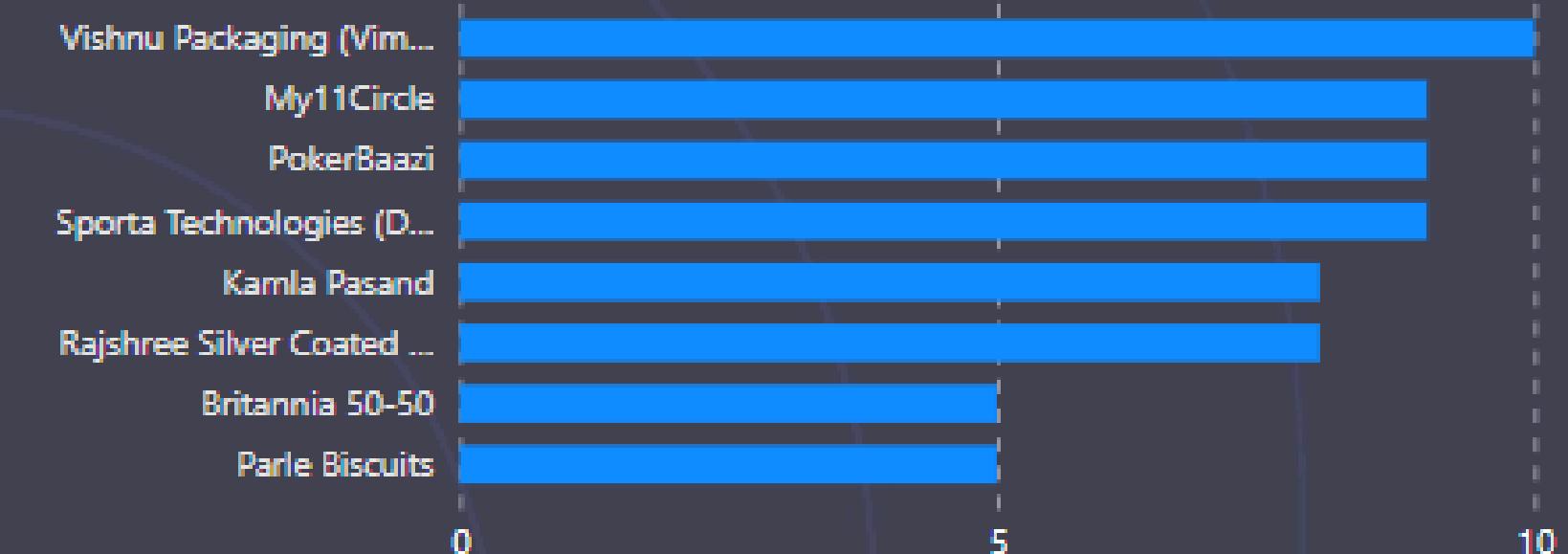
- What is the scale and nature of seasonal employment generated by the IPL advertising ecosystem across sectors like media, production, logistics, and event management?
- How much does IPL advertising contribute to tax revenues (direct and indirect), and what are the key tax channels involved (e.g., GST, TDS, corporate taxes)?

Primary Analysis

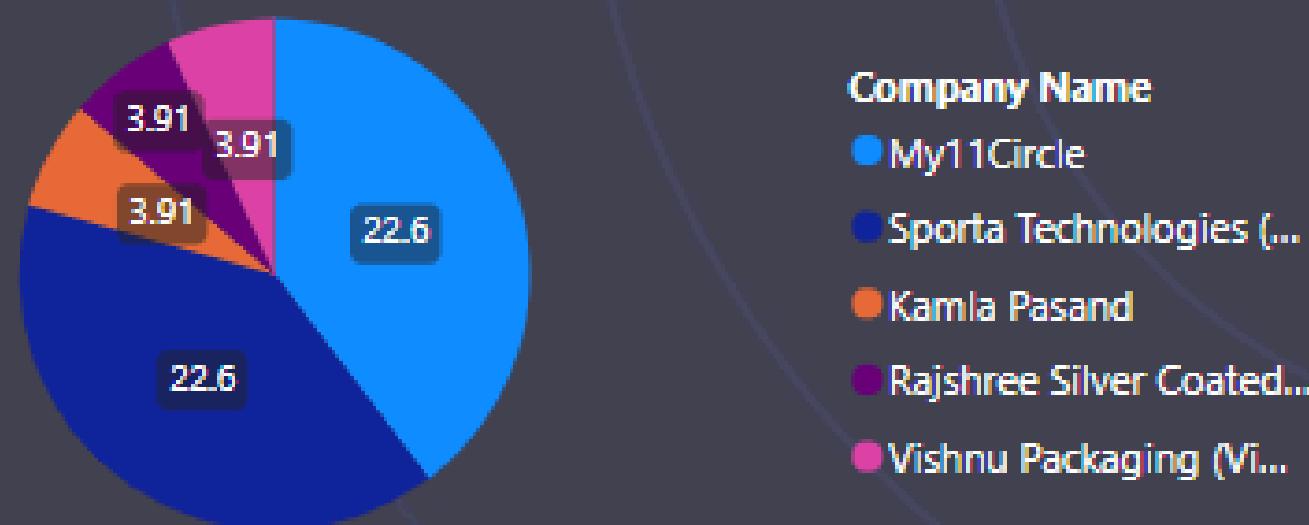
Percentage Revenue by Top 5 Contributors



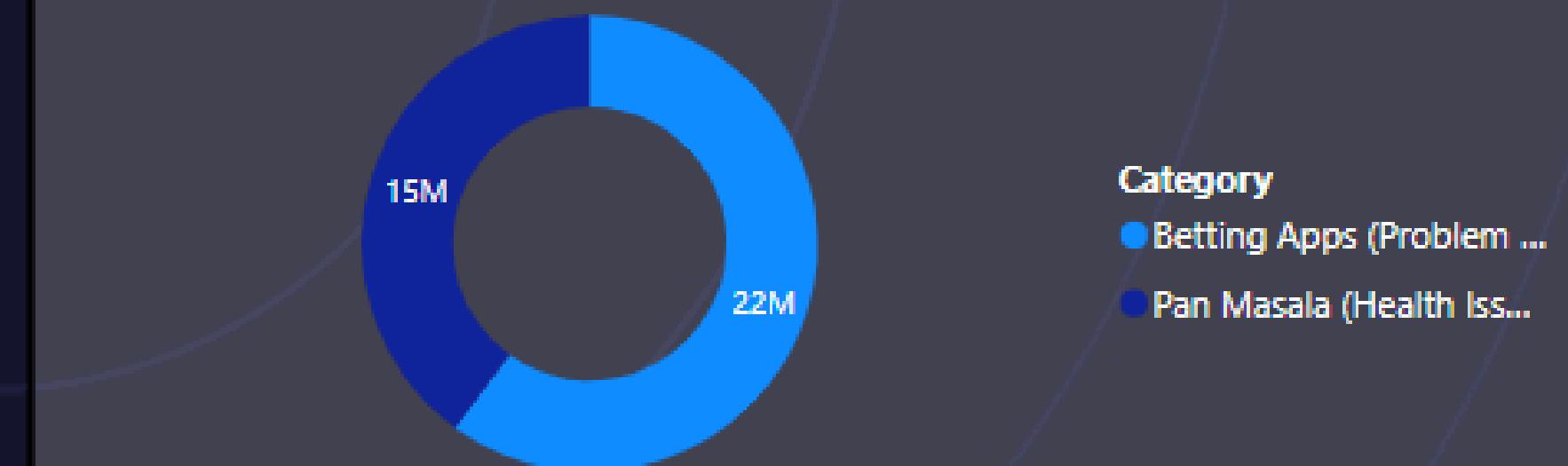
Social Health Index by Each Top Brand



CAGR of Top Brands till 2030



Persons Affected from Vimal Pan Masala & Betting Apps



Secondary Analysis

Health Cost on Pan Masala until 2030

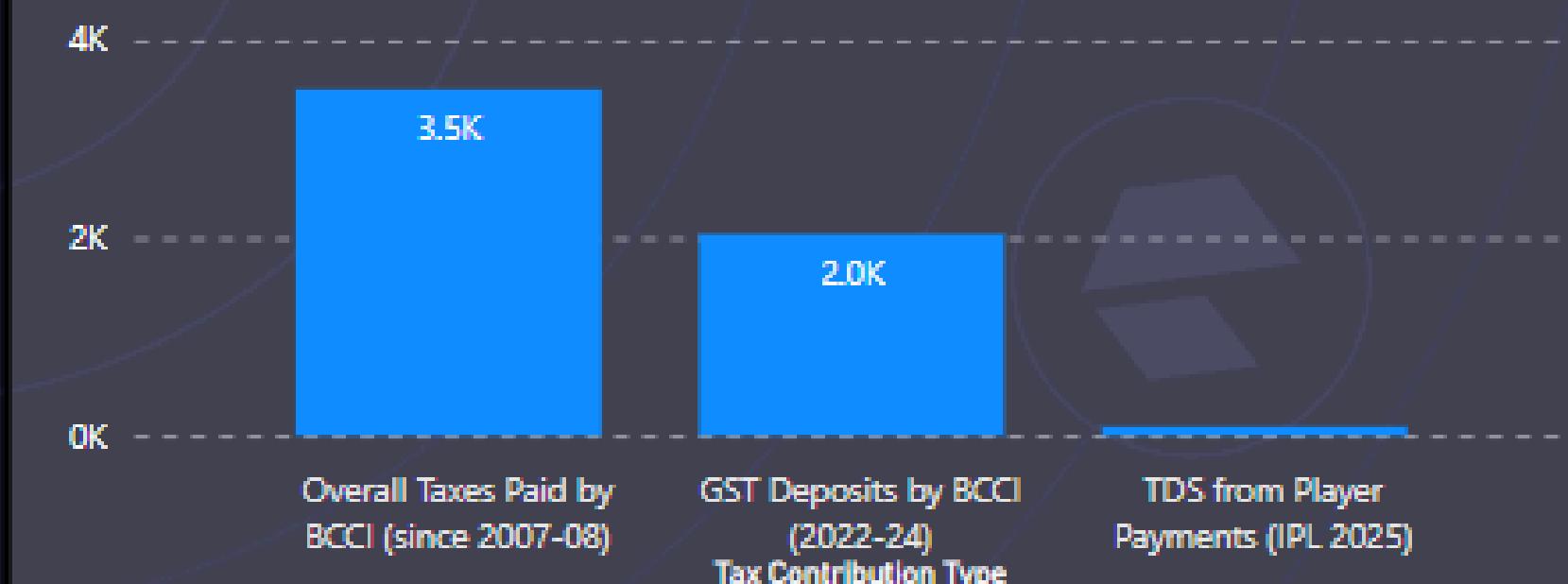


Advertising Category	Standard Type	Sum of Strictness Score (1-5)
Tobacco/Pan Masala Ads	Global Standards	4.50
Gambling/Betting App Ads	Global Standards	4.00
Celebrity Endorsements	Global Standards	3.50
Gambling/Betting App Ads	IPL Regulations	2.50
Celebrity Endorsements	IPL Regulations	2.00
Tobacco/Pan Masala Ads	IPL Regulations	2.00

Impact Score of Fantasy Apps



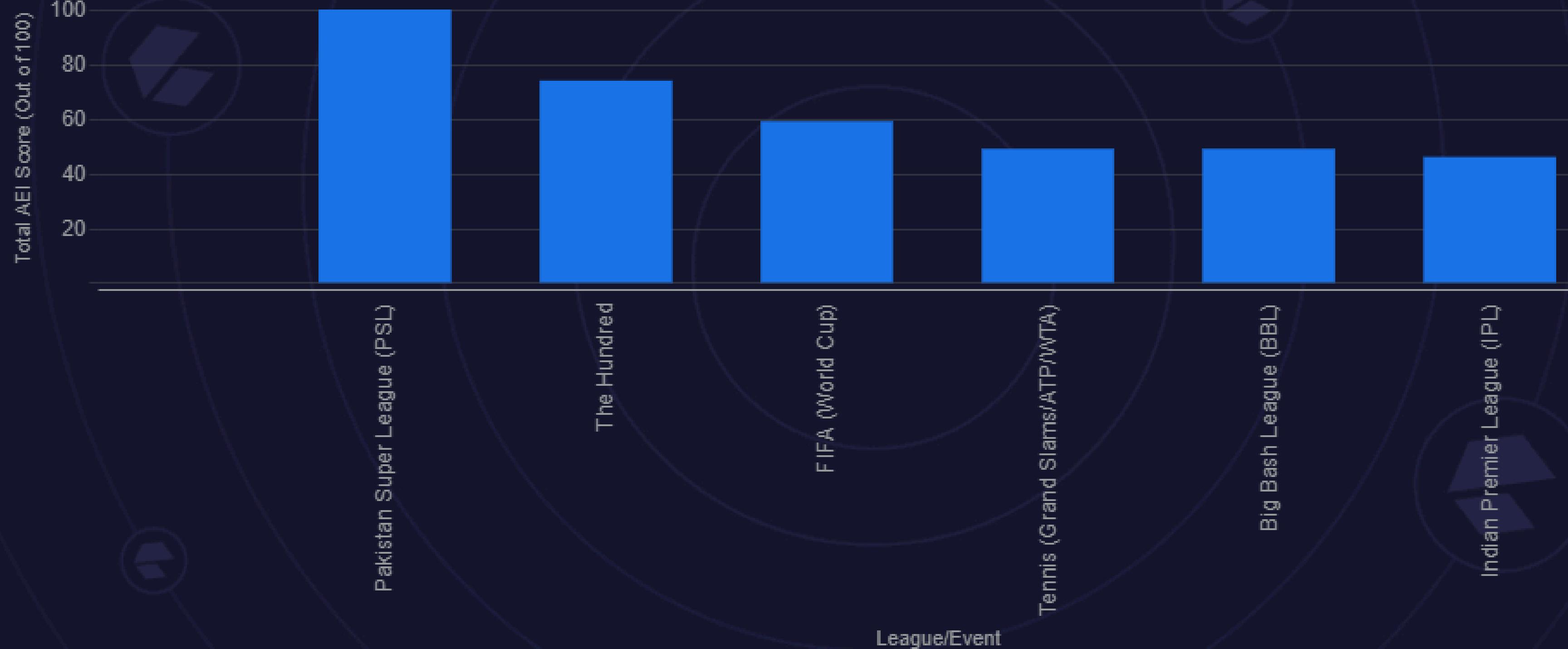
Tax Payed by BCCI



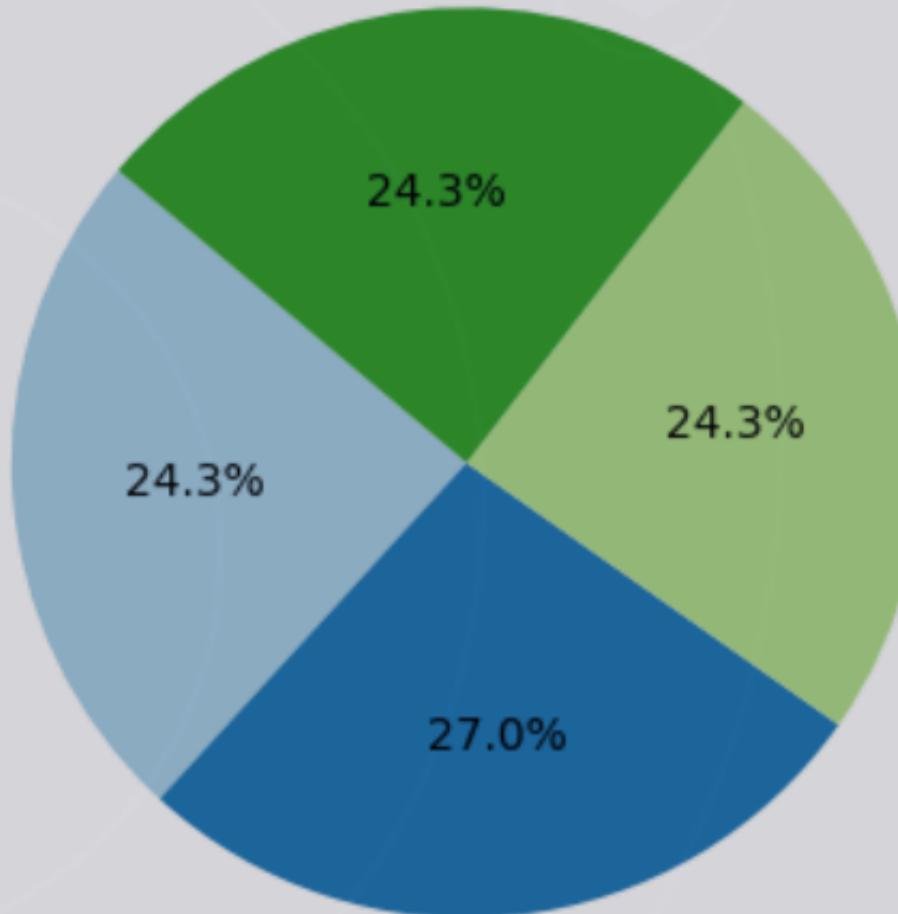
Advanced Analysis



Comparison of AEI Scores Across Different Leagues/Events



Advanced Analysis



Shahid Kapoor

Shah Rukh Khan, Ajay Devgn, Akshay Kumar

Rohit Sharma, Aamir Khan, Ranbir Kapoor, Varun Dhawan, Hardik Pandya, others

Positive Impacts

- 29% revenue each from JioCinema & Star Sports
- Strong brand partnerships (Aramco, CEAT, Wonder Cement)
- ₹3.5K Cr taxes paid by BCCI
- ₹2K Cr GST deposits (2022 -24)
- TDS from players improving compliance
- Brands like My11Circle and Sporta show 22.6% CAGR till 2030
- Some global standards applied (e.g., 4,5 strictness for tobacco)

Negative Impacts

- Economic burden due to Pan Masala projected up to ₹ 24K Cr by 2030
- Brands like Kamlapasi and PokerBaazi growing despite health/social concerns
- 22M affected by Pan Masala
- 15M by Betting apps
- Poor Social Health Index for top sponsors (Kamlapasi, Rajshree, etc.)
- High impact on vulnerable users
- 'Free Bets' as inducement

Framework for Increasing Benefits while minimizing Potential Impact

- Expand Global Broadcast Rights
- Enhance Digital Engagement & Monetization
- Promote Ethical Sponsorships
- Increase Merchandise & Licensing
- Optimize Ticketing & Hospitality

Responsible Advertising Policy



- Public Health First
- Transparency & Honesty
- Harm Minimization
- Regulatory Compliance & Beyond
- Sustainable Growth

Strategies for Players to avoid Harmful Products



- Align with Values
- Avoid Harmful Industries
- Scrutinize High-Risk Deals
- Protect Vulnerable Audiences
- Seek Expert Advice



Thank You

