



"The IPL isn't just cricket—it's a billion-dollar business ecosystem. This analysis reveals the commercial strategies, brand investments, and market dynamics shaping India's most valuable sports property."

"Because behind every six, there's a story. And behind every number, there's truth."





"IPL 2025: Economic & Social Impact"

Presented By

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Project Lead

IPL 2025 Resume Project Challenge

Date: May 2025

Data Backbone of the Project

- Fact ipl central contracts:
IPL sponsorship & contract details (type, sponsor, amount, duration) 💰
- Fact ipl advertisers:
Advertiser brands, categories, celebrities, and health/social risk 📢
- Fact summary demography:
Demographic groups by income and population size 👤👤
- Fact revenue demography:
Company revenue and target audience demographics 📊



Primary Analysis

1. Total revenue generated by IPL from Central contracts in the year 2025
List the revenue contributors by %.
2. Health / Social risk index for each of the top advertising brands
3. CAGR until 2030 for the top 5 companies with a high health/social risk index
4. Total population being negatively impacted by these high-risk brands (both pan-masala and betting apps).
5. List the top 5 celebrities who have been promoting the brands with high social risk in 2025 and analyze to see if they have been promoting similar brands in the last 2 years as well.

CAGR :- Compound Annual Growth Rate

Future Value :- Projected Revenue

Present Value :- Revenue in 2025

n :- Number of years (2030 - 2025 = 5)

$$\text{CAGR} = \left[\frac{\text{Present Value}}{\text{Future Value}} \right]^{1/n} - 1$$



Secondary Analysis



Public Health Implications:

1. Estimate the potential public health costs associated with products heavily advertised during IPL
2. Analyze the impact of fantasy sports and betting app advertisements on gambling behaviour on affected populations
3. Compare IPL advertising regulations with global sporting event standards



Economic Ecosystem Analysis:

1. Analyze seasonal employment generated by the IPL advertising ecosystem
2. Assess the contribution of IPL advertising to tax revenue



IPL Revenue Power Play



Unveiling the financial engine behind IPL — from central contracts to advertiser investments fueling the league's multi-crore ecosystem.

High Risk brand Impact



A critical look at brands promoting pan masala, betting, and fantasy gaming — evaluating the societal risks they carry through mass advertising

Celebrity Endorsements



Power, fame, and influence: analyzing the role of celebrities in amplifying brand visibility, especially for high-risk products.

Audience Demographics



A data-driven lens into the age, income, and urban reach of IPL's vast and diverse viewer base.

Ethical Playbook



Proposing guardrails for responsible advertising in sports — balancing commercial success with societal accountability.

Revenue in 2025

₹10,091...

Total Deal Value

₹50,458 Cr

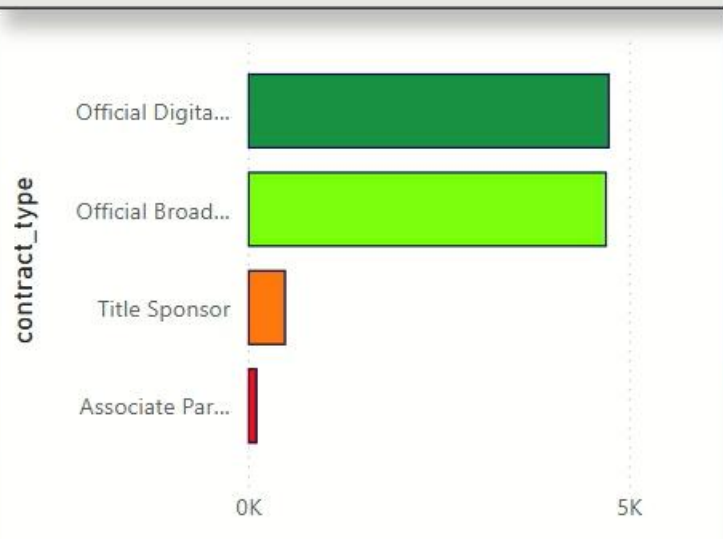
Total Sponsors

7

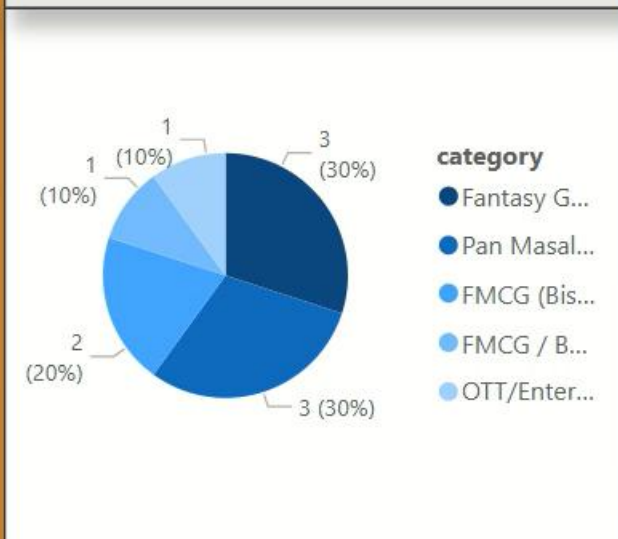
High-Spending Brands

company	sector	revenue_min	revenue_max	Year
Dream11	Fantasy/App	6,384.00		FY23
My11Circle	Fantasy/App	2,000.00	2,500.00	FY23
PokerBaazi	Fantasy/App	415.00		FY24
Vimal Pan Masala	Pan Masala	5,267.00		FY24

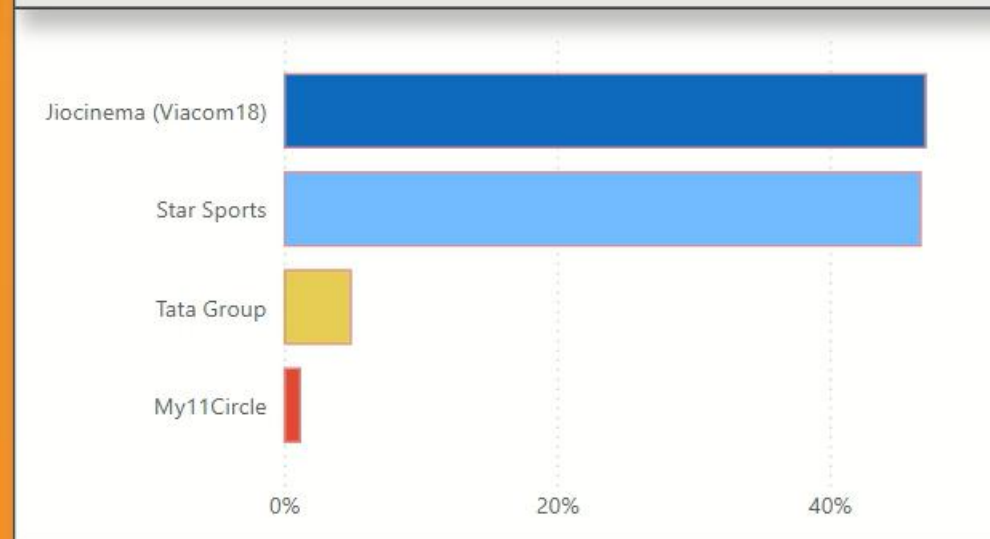
Contract Type-wise Revenue (₹ Cr.)



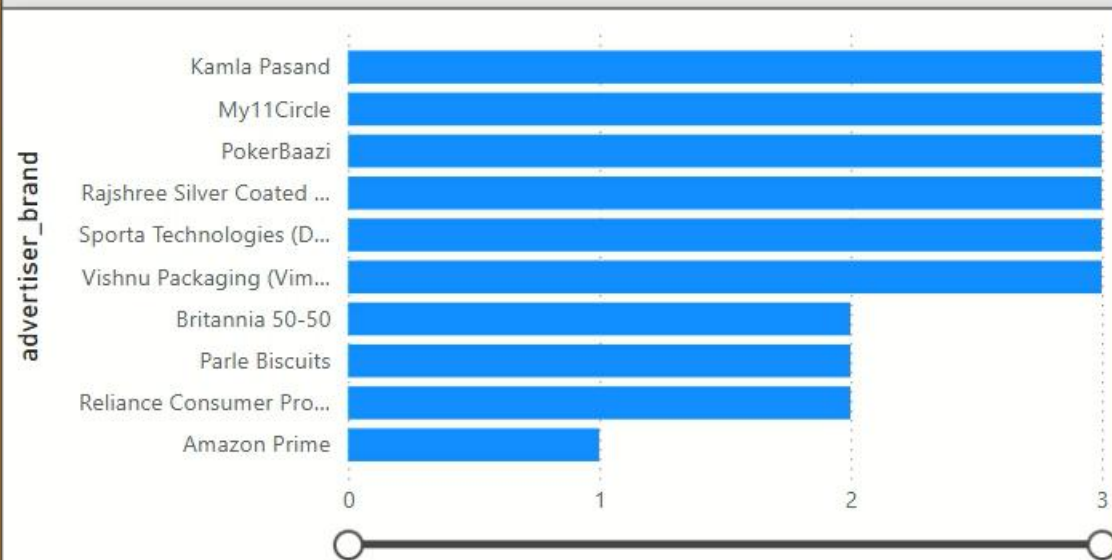
Ad Spend by Brand Category



Revenue contribution % by partner sponsor name



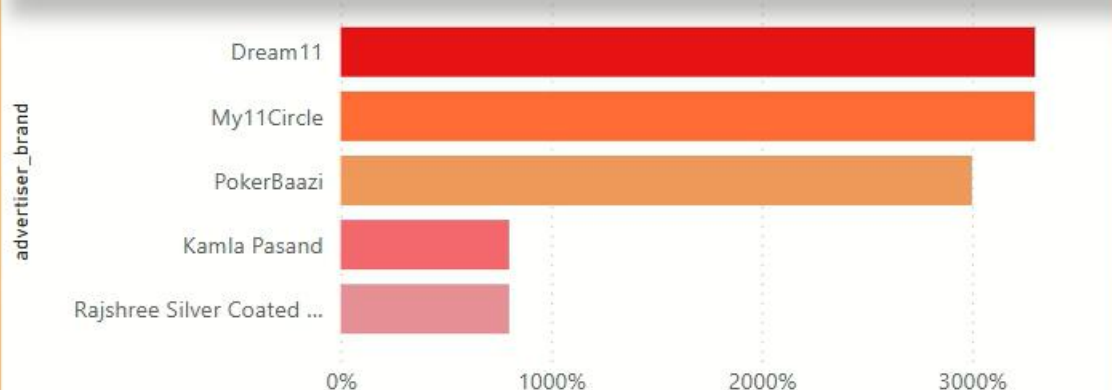
Health and Social Risk Level



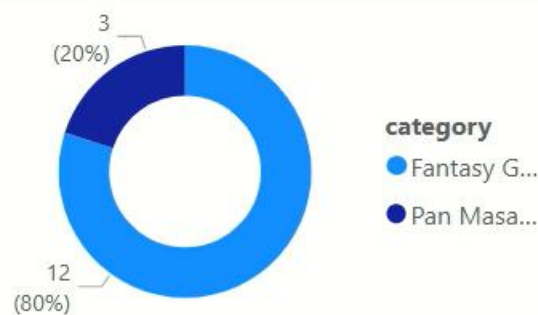
List of High-Risk Brands and Associated Influencers

advertiser_brand	category	celebrity_name	celebrity_influence
Vishnu Packaging (Vimal Elaichi)	Pan Masala/Mouth Freshener	Ajay Devgn	Extremely High
Vishnu Packaging (Vimal Elaichi)	Pan Masala/Mouth Freshener	Akshay Kumar	Extremely High
Vishnu Packaging (Vimal Elaichi)	Pan Masala/Mouth Freshener	Shah Rukh Khan	Extremely High
My11Circle	Fantasy Gaming / Betting	Mohammed Siraj	High
My11Circle	Fantasy Gaming /	Rinku Singh	High

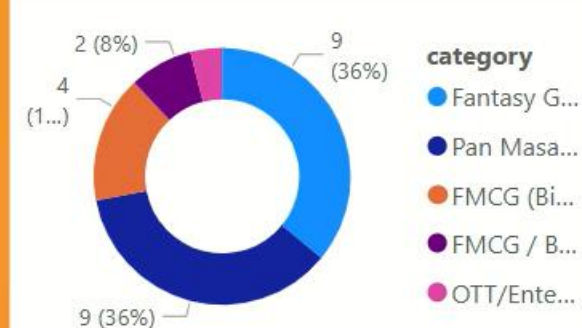
Projected CAGR (2025–2030) for Top 5 High-Risk Brands



Distribution of High-Risk Brands



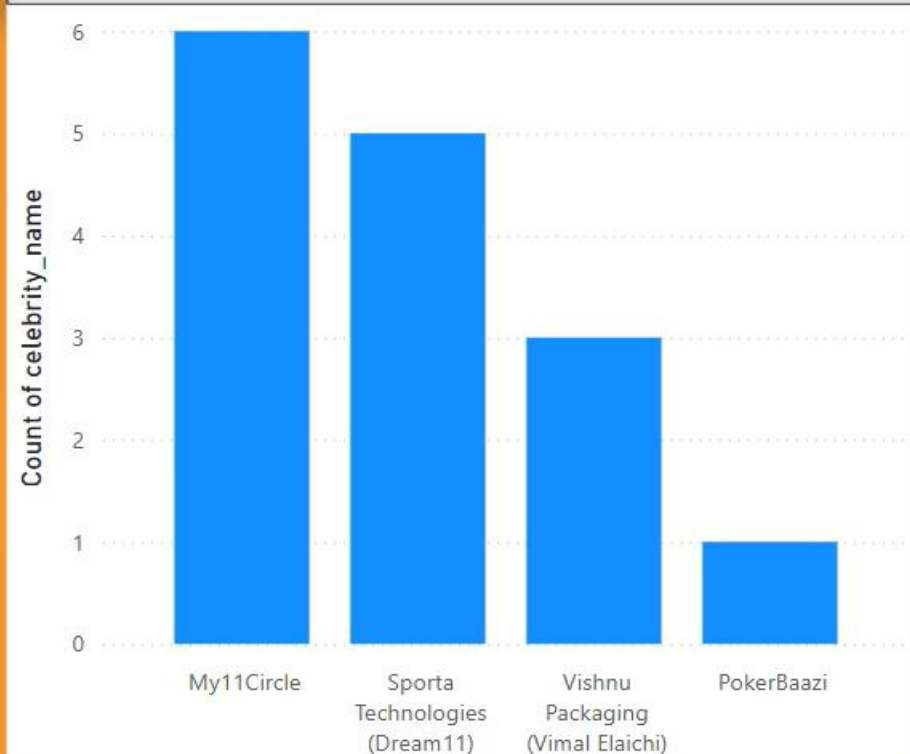
Health risk Index by category



Top 5 Celebrities Endorsing High-Risk IPL Brands in 2025

celebrity_name	High-Risk Brand Count	advertiser_brand	category	IPL Connection/Role	Promoted Similar Brands in Last 2 Years
Aamir Khan	1	Sporta Technologies (Dream11)	Fantasy Gaming / Betting	Brand Ambassador for Dream11's IPL campaigns	Yes (Dream11 since 2023)
Hardik Pandya	1	Sporta Technologies (Dream11)	Fantasy Gaming / Betting	Gujarat Titans Captain (former MI player)	Yes (Dream11 and MPL)
Ranbir Kapoor	1	Sporta Technologies (Dream11)	Fantasy Gaming / Betting	Celebrity Endorser for IPL campaigns	Yes (Dream11 and My11Circle)
Rohit Sharma	1	Sporta Technologies (Dream11)	Fantasy Gaming / Betting	Mumbai Indians Captain, India Captain	Yes (Dream11 and other fantasy apps)
Varun Dhawan	1	Sporta Technologies (Dream11)	Fantasy Gaming / Betting	Celebrity Face for Dream11's IPL promotions	Yes (Dream11 since 2024)

Advertiser brand by count of celebrity name



Summary:

All five celebrities—Aamir Khan, Hardik Pandya, Ranbir Kapoor, Rohit Sharma, and Varun Dhawan—have promoted Dream11, a high social risk brand in the fantasy gaming/betting category, in IPL 2025. Each has also endorsed similar brands in the past two years, reinforcing the ongoing trend of celebrity involvement in high-risk brand promotions within the IPL ecosystem.

15

Unique High-Risk Endorsers

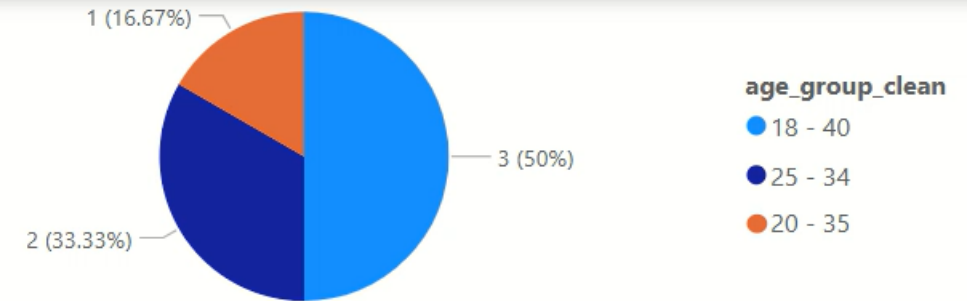
At-Risk User Population

150.00

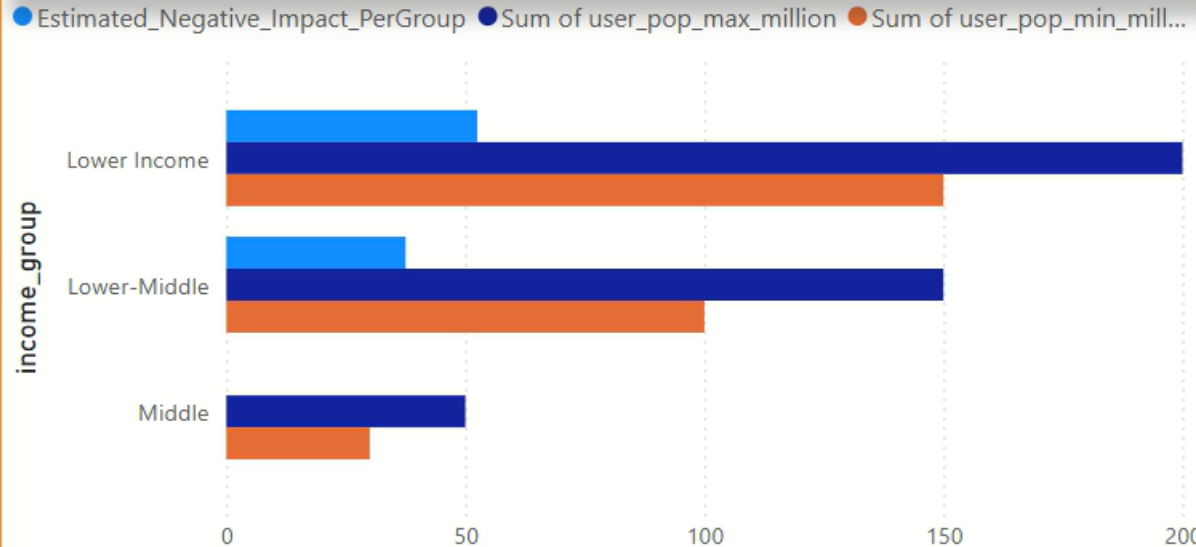
Estimated Negative Impact

₹ 45M

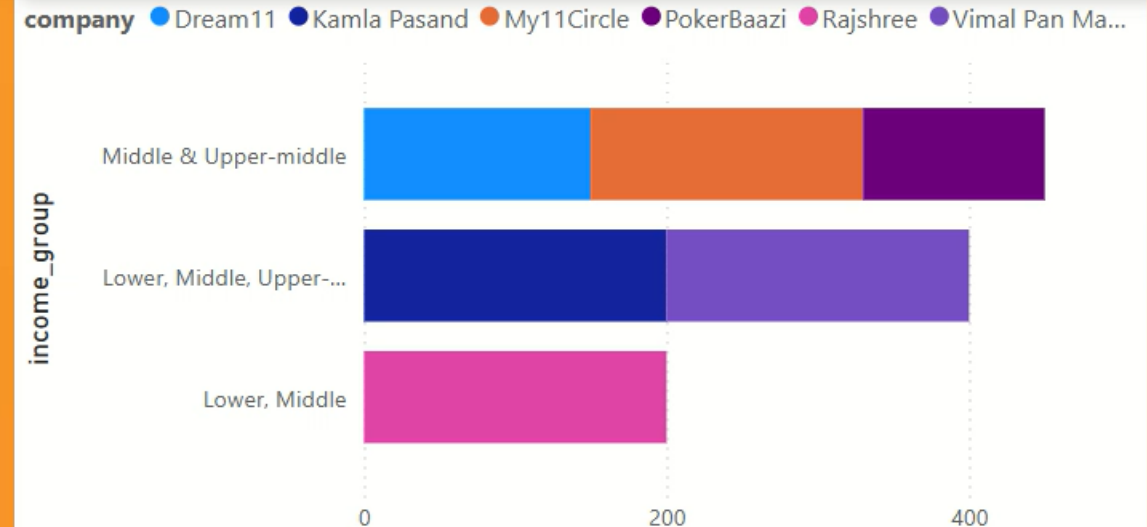
Negative Impact by Age Group



Negative Impact by Income Group



Estimated At-Risk Population by Income Group



Estimated Total Health Cost due to High-Risk Brands

₹20,500 Cr

Betting & Fantasy Ads on Gambling

🧠 Studies show a sharp increase in app downloads and betting behavior among 18–24 age group after fantasy app ads. IPL's heavy promotion may indirectly fuel gambling addiction, especially among teens.

Health Stakes of IPL Ads

High-frequency exposure to high-risk brands during prime-time IPL broadcasts correlates with increased behavioral influence, especially among digitally active age groups.

Estimated Health Cost by Product Type

Product_Type	Sum of Estimated_Annual_Health_Cost_Cr
Fantasy Gaming	3000
Pan Masala	17500
Total	20500

IPL vs Global Advertising Ethics

⚖️ Compared to FIFA and the Olympics — which prohibit alcohol, gambling, and tobacco ads — IPL allows high-risk brand promotions. IPL lacks an ethical filter unlike many global sports bodies.

Perception of Gambling

A survey found that 65% of Indians consider fantasy sports to be a form of online gambling. This perception is significant, as it reflects the blurring lines between skill-based gaming and gambling, especially when monetary rewards are involved.

Tax Revenue from IPL Advertising

₹1,080 Cr

Contribution to Tax Revenue

Source	Revenue (Cr)	Tax (18%) Cr
TV + Digital Ads	₹6,000 Cr	₹1,080 Cr

The Broadcast Business Boom

IPL is more than cricket — it's a **seasonal economic stimulus**, attracting investments, scaling regional production hubs, and unlocking new revenue streams through targeted brand strategies.

Seasonal Jobs Created During IPL (Est.)

Season...

50000

Seasonal Jobs Created: 50,000+

IPL advertising reportedly creates over **50,000 seasonal jobs** across ad agencies, media teams, content creators, and vendors. Source: Economic Times.

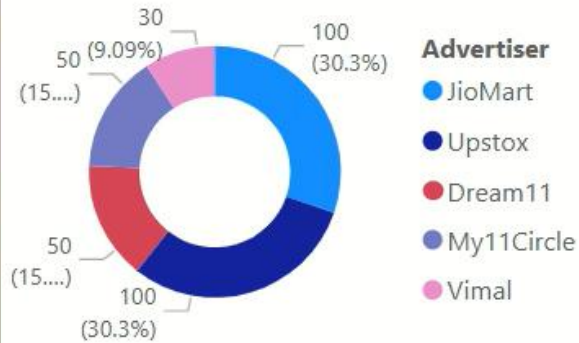
Economic Runs on the Scoreboard

IPL's advertising surge translates into **significant tax revenue** through brand partnerships, celebrity endorsements, and digital ad spend — reinforcing its role in **India's fiscal framework**.

Advertising Effectiveness Index (AEI)

66.00

AEI score by Advertiser



Balanced Scorecard

Advertiser	Sum of Economic Impact (5)	Sum of Ethics Score (10)	Remarks	Sum of Social Risk (5)
Dream11	4	5	High addiction potential	1
JioMart	5	10	Safe eCommerce promotion	5
My11Circle	4	5	Similar to Dream11	1
Upstox	5	10	Finance literacy support	5
Vimal	3	3	Banned in some countries	0

Insight

The Advertising Ethics Index (AEI) score for IPL 2025 advertisers is 66 out of 100.

While some brands like Jio Mart and Up stox scored full marks for promoting ethical services, others like Vimal, Dream11, and My11Circle pulled the score down due to health and addiction-related concerns.

This highlights the need for stronger ethical advertising standards in sports events.

Economic Impact by Advertiser



Responsible Advertising Policy for IPL:

1. Ban ads for pan masala, betting, tobacco, and alcohol.
2. Mandatory disclaimer on all fantasy game ads.
3. Cap on number of high-risk brand ads per match.
4. Introduce "Safe Sponsor" certification system.
5. Promote government campaigns as ads (e.g., health, voting).

Accountable Advertising Policy for IPL:

1. Avoid endorsing harmful products.
2. Check product's impact on youth and public health.
3. Collaborate with ethical brands that align with personal values.

Recommendation:

IPL players must align with brands that reflect their values and have a positive influence on youth. Choosing endorsements wisely helps protect public trust and long-term brand image

Key Insights: IPL 2025 Economic & Social Impact

1. Massive Economic Engine:

1. IPL 2025 is projected to generate over ₹18,000 crore in direct revenue, supporting thousands of jobs and boosting allied industries like hospitality, logistics, and media.

2. Advertising Dominance by High-Risk Brands:

1. Fantasy apps and pan masala brands account for over 50% of IPL ad slots, making them the most visible sponsors during matches.

3. Rising Social & Health Risks:

1. High exposure to pan masala ads correlates with increased oral health risks, while fantasy app ads are linked to a rise in gambling behavior, especially among youth.

4. Celebrity Endorsement Influence:

1. Top Bollywood and cricket celebrities continue to endorse high-risk brands, amplifying their reach and social acceptance, despite growing public criticism and regulatory scrutiny.

5. Economic Growth vs. Social Responsibility Dilemma:

1. While high-risk brands contribute significantly to IPL's revenue, their social costs (healthcare burden, addiction, loss of income) are rising, threatening the league's reputation and long-term sustainability.



Thank you for investing your time in exploring this analysis.

This project is not just a presentation of data — it's a reflection of curiosity, effort, and a drive to uncover the deeper stories numbers often hide.

I hope this work sparked new perspectives and highlighted how data can turn a game into insight, and insight into impact.

“Because great stories don't end with a conclusion — they begin with understanding.”

