

# Inside Indian Premier League

Business model, brand valuation, ROI & more

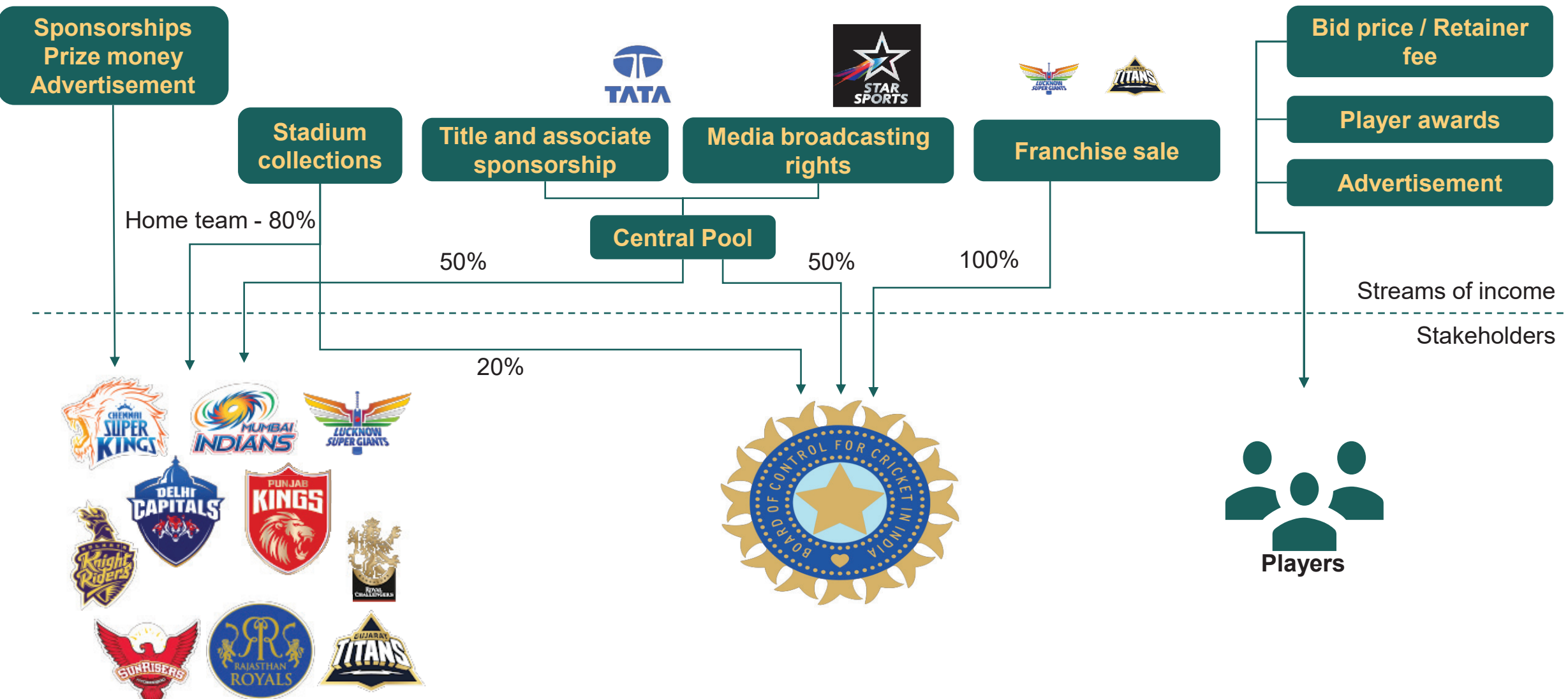
# IPL - Business model



Source	Beneficiary	Spender	Amount in INR (figures are based on data for the period 2022-23)
<b>Media rights<sup>1</sup></b>	<ul style="list-style-type: none"> <li>BCCI – 50%</li> <li>Teams – 50%</li> </ul>	<ul style="list-style-type: none"> <li>Disney Star – India TV rights</li> <li>Viacom 18 (Jio) – India Digital rights, non-exclusive rights and overseas digital and TV rights</li> </ul>	<p><u>Total – 48,390 crores for 5 years</u></p> <ul style="list-style-type: none"> <li>TV rights – 23,575 crores</li> <li>Digital rights – 20,500 crores</li> <li>Non-exclusive rights – 2,991 crores</li> <li>Overseas TV and Digital rights – 1,324 crores</li> </ul>
<b>Sponsorship deals<sup>2</sup></b>	<ul style="list-style-type: none"> <li>BCCI – 50%</li> <li>Teams – 50%</li> </ul>	<ul style="list-style-type: none"> <li><b>Title sponsors:</b> TATA</li> <li><b>Official sponsors:</b> Dream 11, CRED, up, RuPay, Saudi Tourism Authority, Swiggy Instamart, Upstox</li> <li><b>Umpire sponsors:</b> Paytm</li> <li><b>Strategic timeout sponsor:</b> CEAT</li> </ul>	<ul style="list-style-type: none"> <li>Title sponsors – 670 crores</li> <li>Official sponsors – 210 crores</li> <li>Umpire sponsors – 28 crores</li> <li>Strategic timeout sponsor – 30 crores</li> </ul>
<b>Team sponsorship<sup>3</sup></b>	Teams	Gujarat Titans – Ather RCB – Qatar Airways	Ranges from 50 – 120 crores depending on franchise
<b>Franchise sale<sup>4</sup></b>	BCCI	RPSG group – Lucknow CVC Capital Partners – Ahmedabad	Lucknow – 7,090 crores Gujarat – 5,625 crores











Source: 1. [JayShah & ET](#) 2. [ZeeBiz](#) 3. [MoneyControl](#) 4. [Business Today](#)

# IPL - Business model



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# Brand valuation

Team name	Amount spent in 2008 <sup>1</sup>	Current valuation <sup>3</sup>	Brand appreciation
Mumbai Indians 	456 crores	10,673 crores	2241%
Chennai Super Kings 	371 crores	9,442 crores	2445%
Kolkata Knight Riders 	306 crores	9,031 crores	2851%
Royal Challengers Bangalore 	455 crores	8,415 crores	1749%
Delhi Capitals 	342 crores	8,497 crores	2385%
Rajasthan Royals 	273 crores	8,210 crores	2907%
Sunrisers Hyderabad 	436 crores	7,964 crores	1727%
Punjab Kings 	310 crores	7,594 crores	2350%
Team name	Amount spent in 2022 <sup>2</sup>	Current valuation <sup>3</sup>	Brand appreciation
Lucknow Super Giants 	7,090 crores	8,825 crores	24%
Gujarat Titans 	5,625 crores	6,979 crores	24%

Source: 1.[Rediff](#), 2.[ToI](#) 3.[CricBlog](#) Team logos – IPL website  
 USD into INR converted at the rate prevalent at the time of reporting

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# Investment returns – IPL v/s Stock market



Below is a comparative analysis showcasing the potential outcome if you had invested INR 1,00,000 in IPL teams versus the stock market

Investment	Current Value	Gains
Mumbai Indians	22,41,000	22x
Chennai Super Kings	24,45,000	24x
Kolkata Knight Riders	28,51,000	28x
Rajasthan Royals	29,07,000	29x
Sensex	3,42,460	3x
Hindustan Unilever	1,311,032	13x
Reliance Industries	4,01,809	3x
Tata Steel	1,69,881	0.7x
SBI	2,59,200	1.6x
Infosys	7,05,928	6x
Wipro	4,15,807	3x

Source: [.Rediff](#), [CricBlog](#), NSE, BSE

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# Where IPL stands with other leagues

Indian Premier League (IPL)	National Football League (NFL)	National Hockey League (NHL)	English Premier League (EPL)	National Basketball Association (NBA)	Major League Baseball (MLB)	Major League Soccer (MLS)
						

## Here are some unbelievable IPL stats that are guaranteed to blow your mind:

- IPL emerged as the world's **second** most valuable sports league as its brand value increased to **\$8.4 billion**<sup>1</sup> on the back of new media rights auction and addition of two new teams – Gujarat Titans and Lucknow Super Giants. National Football League (NFL) ranks first on this list of richest sports leagues in the world in 2023 with **\$10.8 billion**<sup>2</sup>
- IPL establishes its dominance among its competitors, surpassing all with an astonishing **\$13.4 million**<sup>3</sup> for broadcasting rights per game, securing an impressive **second place** in the league hierarchy, only surpassed by the illustrious NFL which reigns as the world's most valued sporting league, with each match commanding a broadcast value of **\$17 million**<sup>3</sup>
- Even the internationally beloved EPL, takes a backseat when compared to IPL and trails behind at **\$11 million**<sup>3</sup>. NBA also falls significantly short at **\$2 million**<sup>3</sup>, clearly highlighting the IPL's dominant performance in the global sporting landscape
- IPL's **most valuable franchise**, the **\$1.3 billion Mumbai Indians**<sup>4</sup>, is now worth more than six MLB teams, 27 NHL teams and every MLS team
- CSK vs RCB match had a record-breaking **2.4 crore concurrent viewers** on JioCinema<sup>5</sup>

Source: 1. Zeebiz, 2. Sports brief, 3. Moneycontrol, 4. TimesNow, 5. ET

# Want to know more? Get in touch with us

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