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A PROJECT REPORT ON MARKETING STRATEGIES OF INDIAN PREMIER LEAGUE (IPL) SUBMITTED BY BHAVIK K. SANGHVI THIRD YEAR OF BACHELOR OF MANAGEMENT STUDIES (V-SEMESTER) PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS, MUMBAI - 400 064 TO THE UNIVERSITY OF MUMBAI IN PARTIAL FULFILMENT OF BACHELOR OF MANAGEMENT STUDIES ACADEMIC YEAR 2011-2012

DECLARATION I, Bhavik K. Sanghvi student of T. Y. B. M. S. Prahladrai Dalmia Lions College have completed the Project on Marketing Strategies of Indian Premier League For the Academic Year 2011-2012. The information given in this project is true to the best of my knowledge.

Bhavik K. Sanghvi CERTIFICATE I Prof. Dr. A. M. Bhende hereby certify that Bhavik K. Sanghvi student of T. Y. B. M. S. PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS has completed the Project on MARKETING STRATEGIES OF INDIAN PREMIER LEAGUE for the Academic year 2011-2012. This information is true to the best of my knowledge. | Signature of | Signature of Principal | | Project Co-ordinator | |

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I also would like to thank my parents, my sister and my friends who have helped and encouraged me throughout the working of the project. Last but not the least I would like to thank the Almighty for always helping me.

PREFACE This project is undertaken to fulfil the project work component of the B. M. S. program in the V Semester. My project guide from P. D. College is Prof. Dr. A. M. Bhende. This project shows the working style and life of employees at their workplace. It gives an insight into the employer-employee relationships prevalent in companies.

It speaks about how a company should keep their employees happy by providing them quality work life. This project also gives an overview of how a Human Resource Department should function so as to retain the best of the company's human resources for the company's betterment.

INTRODUCTION
[pic] What is the Indian Premier League (INDIAN PREMIER LEAGUE (IPL))? The Indian Premier League, created by the Board of Control for Cricket in India (BCCI) and sanctioned by the International Cricket Council (ICC), is a Twenty20 cricket competition.

It is the brainchild of BCCI vice-president Lalit Modi and is modelled along the lines of club football in Europe, which is unlike anything cricket has known in the past. The best players from around the world will not play according to their nationality but as per the market forces. Big money involved The sheer big money of the INDIAN PREMIER LEAGUE (IPL) is unprecedented at this level of cricket. The BCCI has already made close to US\$ 1.75 billion solely from the sale of TV rights (\$908 million), promotion (\$108 million) and franchises (approximately \$700 million).

Players are expected to earn close to US\$1 million for a three-year contract. It's an entire cricket economy out there. Top cricketers involved There are 77 names in the competition. MS Dhoni, Ricky Ponting, Adam Gilchrist, Shoaib Akhtar, Jayawardene, Jayasuriya, Yuvraj and Hayden are some of the big names. The process The tournament is scheduled to begin on April 18, 2008 and will last for 44 days, involving 59 matches. The prize money for the league will be around Rs 13 crore (US \$3million).

Each team will have a pool of 16 players, of whom eight can be international and four from the Under-22 level or from the catchment area where the team is based. The governing council consists of Chairman and Commissioner Lalit Modi, Sunil Gavaskar, MAK Pataudi and Ravi Shastri, Rajiv Shukla, Chirayu Amin, Inderjit Singh Bindra and Arun Jaitley. Although it is going to be a franchise system, some foreign players have already been contracted by the BCCI to play in the INDIAN PREMIER LEAGUE (IPL). Fixtures Each team will play the other 7 teams home and away, the top four teams at the end of the group stages will go through to the semi finals.

Format 8 teams 16 players in a squad INDIAN PREMIER LEAGUE (IPL) as a Product: Position in the BCG Matrix: Is INDIAN PREMIER LEAGUE (IPL) just a product now ? Is INDIAN PREMIER LEAGUE (IPL) only for money minting ? What is its position in the BCG MATRIX ? The Indian Premier League going to be held in South Africa will mainly be a television product for the Indian market and the crowd attendances will be no more than a bonus, according to a former cricket administrator. Arthur Turner says that hosting of INDIAN PREMIER LEAGUE (IPL) in South Africa is not a coup for the country as the tournament was shifted out of India due to security reasons. It is hard to see

how eight foreign teams playing 59 matches in a foreign country will capture the imagination of the South African public. Sure there will be a curiosity factor but nothing more. Durban will probably be the exception given the huge Indian community," Sports24. com quoted Arthur, as saying. He says the INDIAN PREMIER LEAGUE (IPL) will be mainly a television product for the Indian market and the crowd attendances will be no more than a bonus, and adds that the main aim of the organisers is to ensure that the tournament takes place.

Arthur compliments Cricket South Africa on assisting the INDIAN PREMIER LEAGUE (IPL) by hosting the tournament in the country as an emergency measure, which is good in the spirit of cricket. The South African economy will also benefit from the move with the hospitality, hotel and transport industries being the main beneficiaries. Also, the local cricket provinces and their venues will benefit financially from a staging fee for matches, he says.

What is BCG MATRIX? [pic] The BCG matrix or also called BCG model relates to marketing.

The BCG model is a well-known portfolio management tool used in product life cycle theory. BCG matrix is often used to prioritize which products within company product mix get more funding and attention. The BCG matrix model is a portfolio planning model developed by Bruce Henderson of the Boston Consulting Group in the early 1970's. The BCG model is based on classification of products (and implicitly also company business units) into four categories based on combinations of market growth and market share relative to the largest competitor. When should I use the BCG matrix model?

Each product has its product life cycle, and each stage in product's life-cycle represents a different profile of risk and return. In general, a company should maintain a balanced portfolio of products. Having a balanced product portfolio includes both high-growth products as well as low-growth products. A high-growth product is for example a new one that we are trying to get to some market. It takes some effort and resources to market it, to build distribution channels, and to build sales infrastructure, but it is a product that is expected to bring the gold in the future.

An example of this product would be an iPod. A low-growth product is for example an established product known by the market. Characteristics of this product do not change much, customers know what they are getting, and the price does not change much either. This product has only limited budget for marketing. This is the milking cow that brings in the constant flow of cash. An example of this product would be a regular Colgate toothpaste. But the question is, how do we exactly find out what phase our product is in, and how do we classify what we sell?

Furthermore, we also ask, where does each of our products fit into our product mix? Should we promote one product more than the other one? The BCG matrix can help with this. The BCG matrix reaches further behind product mix. Knowing what we are selling helps managers to make decisions about what priorities to assign to not only products but also company departments and business units. What is the BCG matrix and how does the BCG model work? Placing products in the BCG matrix results in 4 categories in a portfolio of a company: BCG STARS (high growth, high market share) Stars are defined by having high market share in a growing market. - Stars

are the leaders in the business but still need a lot of support for promotion a placement. - If market share is kept, Stars are likely to grow into cash cows.

BCG QUESTION MARKS (high growth, low market share) - These products are in growing markets but have low market share. - Question marks are essentially new products where buyers have yet to discover them. - The marketing strategy is to get markets to adopt these products. - Question marks have high demands and low returns due to low market share. These products need to increase their market share quickly or they become dogs. - The best way to handle Question marks is to either invest heavily in them to gain market share or to sell them.

BCG CASH COWS (low growth, high market share) - Cash cows are in a position of high market share in a mature market. - If competitive advantage has been achieved, cash cows have high profit margins and generate a lot of cash flow. - Because of the low growth, promotion and placement investments are low. - Investments into supporting infrastructure can improve efficiency and increase cash flow more. Cash cows are the products that businesses strive for.

BCG DOGS (low growth, low market share) - Dogs are in low growth markets and have low market share. - Dogs should be avoided and minimized. - Expensive turn-around plans usually do not help.

And now, let's put all this into a picture: [pic] Are there any problems with the BCG matrix model? Some limitations of the BCG matrix model include:

- The first problem can be how we define market and how we get data about market share
- A high market share does not necessarily lead to profitability at all times

The model employs only two dimensions – market share and product or service growth rate

- Low share or niche businesses can be profitable too (some Dogs can be more profitable

than cash Cows) • The model does not reflect growth rates of the overall market • The model neglects the effects of synergy between business units • Market growth is not the only indicator for attractiveness of a market • There are probably even more aspects that need to be considered in a particular use of the BCG model. • Where can I find more information about the BCG matrix model?

What is the next level of strategic management analysis? The BCG matrix can help to find a strategy. But, what if we have 2-3 strategies and need to decide which one is the best one? The Quantitative Strategic Planning Matrix (QSPM) model can be used to compare strategic alternatives. I have questions about the BCG matrix In case you have any questions about the BCG matrix, you might want to submit them at our management discussion forum. You might also be interested in reading about the Balanced Scorecard model and about the Porter's Five Forces model.

Marketing Mix of Indian premier league [pic] INDIAN PREMIER LEAGUE (IPL) – The Indian premier league has taken the cricketing world by storm. It has also got its marketing mix spot on. Read on to discover the perfection in the marketing mix of Indian Premier League Product INDIAN PREMIER LEAGUE (IPL) stands for Indian Premier League. It is a Twenty20 tournament started by BCCI. It is the brainchild of Lalit Modi. It started in the year 2008 and comprises the players from all over the world. A perfect blend of cricket & entertainment.

It's providing a stage for many youngsters to show their performance & profitable too to Advertisers and broadcasting channels. Price As far as the INDIAN PREMIER LEAGUE (IPL) pricing structure is concern, The INDIAN <https://assignbuster.com/a-project-on-ipl/>

PREMIER LEAGUE (IPL) is predicted to bring the BCCI income of approximately US\$ 1.6 billion, over a period of five to ten years. All of these revenues are directed to a central pool, 40% of which will go to INDIAN PREMIER LEAGUE (IPL) itself, 54% to franchisees and 6% as prize money.

The money will be distributed in these proportions until 2017, after which the share of INDIAN PREMIER LEAGUE (IPL) will be 50%, franchisees 45% and prize money 5%. The INDIAN PREMIER LEAGUE (IPL) signed up Kingfisher Airlines as the official umpire partner for the series in an Rs. 106 Crore's (1.06 billion) deal. This deal sees the Kingfisher Airlines brand on all umpires' uniforms & also on the giant screens during third umpire decisions. Sony Entertainment Television signed a new contract with BCCI with Sony Entertainment Television paying a staggering Rs. 8700 Crore's (87 billion) for 10 years.

Place The first season of the Indian Premier League commenced on 18 April 2008 in India, and ended on 1 June 2008 with the victory of the Rajasthan Royals against Chennai Super Kings in the final at the DY Patil Stadium, Navi Mumbai. As the second season of the INDIAN PREMIER LEAGUE (IPL) coincided with multi-phase 2009 Indian general elections, the Indian Central Government refused to provide the Indian paramilitary forces to provide security, saying the forces would be stretched too thinly if they were to safeguard both the INDIAN PREMIER LEAGUE (IPL) and the elections.

As a result, the BCCI decided to host the second season of the league outside India. All 59 matches of the second season, abbreviated as INDIAN PREMIER LEAGUE (IPL) 2, took place in South Africa. Ironically, South Africa were also scheduled to have elections during the INDIAN PREMIER LEAGUE

(IPL), however, the South African government provided adequate security for both the South African General Elections and the INDIAN PREMIER LEAGUE (IPL). Promotion When Bollywood and cricket met, the result was INDIAN PREMIER LEAGUE (IPL) and it was truly entertaining to see one's favorite cricketer as well the Bollywood star on the same platform.

INDIAN PREMIER LEAGUE (IPL) was no doubt an entertaining one. Super stars like Shah Rukh, Preity, Akshay, Katrina, Hrithik had been a source which provided a lot of glam to INDIAN PREMIER LEAGUE (IPL) promotion. To attract the cricket fans, even team-owners have started selling tickets personally. Preity Zinta, the co-owner of Kings XI Punjab and Australian pace man Brett Lee sold the tickets along with their autographs. People Indian Premier League is mostly targeted for the younger generation youth.

As the generations are very busy with their day to day work with INDIAN PREMIER LEAGUE (IPL) they get entertainment along with cricket which helps them to enjoy every aspect of the game. People are very excited towards INDIAN PREMIER LEAGUE (IPL) as this is only one game that brings different players of different countries at one platform, for which they tend to get attracted to see their favorite player perform. Some of the audiences are also attracted to see their favorite celebrity cheering for the team. Process Indian Premier League as a whole is the biggest event of the year for which months of preparation are to be done.

For instance organizing the respective 8 teams who are performing for the event and the most important of all is marketing the INDIAN PREMIER LEAGUE (IPL) as it has to reach the wide range of audience globally. An arrangement of stadium where this event is going to be held is also finalized

well before. Finally and most important of all is execution of the Event. Physical Evidence Fun, Music, Entertainment & sports, where can you find that, answer for that is INDIAN PREMIER LEAGUE. People wait for this season as they get everything in a joyful bundle.

INDIAN PREMIER LEAGUE (IPL) is also the biggest platform for advertising and promoting different product or brands which is clearly viewable during the event. 1) Franchisees were auctioned 2) Auctioning the players participating in the INDIAN PREMIER LEAGUE (IPL) tournament 3) TV, radio channels, complete digital and print media has been used for advertisement. 4) Cheerleaders were one of the most important things that is talked about, they attracted huge crowd. 5) It was telecasted worldwide. 6) Locations: the venue chosen for the cricket matches was a strategic choice .

This places which are named after franchisees, which helped attract people. 7) Conflicts with some media partners and some cricket boards again demanded the attention of people. 8) Timing: INDIAN PREMIER LEAGUE (IPL) has shown its strategic application of intellect by choosing the evening time for the matches, which made people watch game comfortably. 9) ICL: the rival ICL had been one of the reasons for the publicity and emergence of INDIAN PREMIER LEAGUE (IPL). People started comparing the INDIAN PREMIER LEAGUE (IPL) & ICL that caused the huge publicity for the INDIAN PREMIER LEAGUE (IPL) 0) Opening ceremony was one of the most amazing experience. 11) Live concerts: 12) Franchises taken by film stars like Shahrukh Khan, Pretty Zinta etc are the center for attraction, which made Bollywood stars come for the game. 13) Bollywood stars were used for anchoring and promotion of teams. For example Akshay Kumar for Delhi

daredevils, Shahrukh khan for kolkata knight riders. 14) Special phrases were used made the sponsors pay more for example: for every six it was a DLF Maximum, for every special moment it was city moment of success.

INDIAN PREMIER LEAGUE (IPL) ready for a 160 crore Marketing Blitz
ADVERTISEMENT FOR INDIAN PREMIER LEAGUE (IPL) [pic] The fourth edition of Indian Premier League (INDIAN PREMIER LEAGUE (IPL)) has a number of brands trying to squeeze the most out of the cricketing extravaganza. Consumers will see numerous campaigns and product launches by many corporate giants during the 50-day tournament that kicked off in Chennai on Friday. The main sponsors on Set Max, the official broadcaster of the INDIAN PREMIER LEAGUE (IPL)-4, are said to be spending a fortune to push visibility among the bunch of advertisers.

The rates are said to have touched Rs 30 to Rs 40 crore per advertiser for each sponsorship deal, while new comers wanting to associate with the tournament are said to be spending 25-30 per cent more. The broadcaster announced that it has increased the ad rates by 20 per cent this year. According to an industry source, a month back the price for a 10-second slot was Rs 6 lakh. Last year, the broadcaster had started selling its initial inventory to advertisers for Rs 5 lakh for a 10-second spot. The channel is said to have earned around Rs 300 crore from INDIAN PREMIER LEAGUE (IPL)'s first edition and around Rs 500 crore from the second.

Media experts cite these as the peak months, which explain the huge number of promotions. The official broadcaster has sold a majority of its advertising inventory. Set Max holds 10 years exclusive rights for the tournament since it started in 2008. There will be hordes of advertisements

and various new campaigns from different corporate giants for the INDIAN PREMIER LEAGUE (IPL)-4 that comes on the heels of the hugely successful ICC World Cup. " We are the on-air sponsors for INDIAN PREMIER LEAGUE (IPL)-4 (mobile side).

We will be heavy on advertisements and there will be various new launches in the air conditioners and mobile segments during the period," said Ruchika Batra, general manager for southwest Asia, Samsung. " INDIAN PREMIER LEAGUE (IPL) has the wholefamilyas an audience, which has a good impact with the prime time dominance. The advertisers will definitely get the best return. Our inventory is more-or-less sold," said Punitha Arumugam, group chief executive officer, Madison Media. Madison's major clients who are spending for the INDIAN PREMIER LEAGUE (IPL) include Godrej and Cadbury. Godrej has announced a nation-wide mass multi- categoryloyaltyprogramme - the Godrej Power Play, probably the largest from the group so far since it started its brand re-building three years ago," said Ashutosh Tiwari, executive vice president, strategic marketing, Godrej. The group will launch new products in the appliances and hair colour categories during INDIAN PREMIER LEAGUE (IPL)-4. Godrej Power Play will allow consumers to participate in the INDIAN PREMIER LEAGUE (IPL) by creating their own cricket teams, exchanging players and winning prizes during the tournament.

Other brands like Onida, too, have their plans laid out, though they prefer to play it safe. " INDIAN PREMIER LEAGUE (IPL) has become an important tournament now. Film releases are also postponed during this time of the year. So, it is difficult to be completely out of INDIAN PREMIER LEAGUE (IPL). We won't be spending heavily, but yes will be visible during the period and

focus more on the AC category," said K. Sriram, vice president, sales and marketing, Onida. Companies have also come up with INDIAN PREMIER LEAGUE (IPL) specials. Recently, German automobile giant Volkswagen unveiled a special INDIAN PREMIER LEAGUE (IPL) edition of the Vento.

Volkswagen is the exclusive automotive partner for both INDIAN PREMIER LEAGUE (IPL)-4 and the next season of INDIAN PREMIER LEAGUE (IPL). According to media planners, the Internet will also be a major platform. Advertisers have become active and surely do not want to miss a single opportunity to connect with the net savvy consumers. MERCHANDISE FOR INDIAN PREMIER LEAGUE (IPL) • Service • About Us • eBayEducation • Our Blog • Contact Us Indian Premier League Merchandise [pic] How iStreet used eCommerce platform effectively to sell INDIAN PREMIER LEAGUE (IPL) merchandises

INDIAN PREMIER LEAGUE (IPL) and eBay Connection INDIAN PREMIER LEAGUE (IPL) or Indian Premier League has become one of the most watched and most entertaining events in India and across the globe too. The Board of Control for Cricket in India (BCCI) started it in the year 2008 with eight teams; since then, it has become more fascinating, exciting, and entertaining mega event for cricket viewers all around the world. Observing the love and frantiness for this mega event, eBay India came up with an initiative to offer a unique opportunity for die-hard cricket fans.

They partnered with several branded apparel companies, so that cricket fans all across the world can access INDIAN PREMIER LEAGUE (IPL) merchandise of all eight teams (Kings XI Punjab, Kolkata Knight Riders, Royal Challengers Bangalore, Chennai Super Kings, Delhi Daredevils, Mumbai Indians, Deccan <https://assignbuster.com/a-project-on-ipl/>

Chargers and Rajasthan Royals) at a click of a button. INDIAN PREMIER LEAGUE (IPL) merchandise on offer were T-shirts, jerseys, caps, backpacks, footwear, key chains, collectibles, cheering sticks, wrist bands, and many more. How iStreet acted as a lynchpin to sell INDIAN PREMIER LEAGUE (IPL) merchandises?

We, at iStreet, offer a complete eCommerce solution - right from managing inventory to imaging the products to managing product listings to shipping of products to customer service - to take away the complexities associated with eBay selling. In other words, we use smart and effective tools to help merchants and businesses to make the optimum use of the eCommerce platform. More importantly, we help merchants and businesses to streamline their work process related to online buying and selling activities through our expertise in eCommerce domain.

Above all, all these help to bridge the gap of reaching attractive online marketplace like eBay, and to provide total solution to build business at eBay. How we pulled it off? We, at iStreet, realized catering to the wide interests of online shoppers, who are die-hard cricket fans, and meeting the challenge to assist eBay India in its operations was a difficult but exciting task. However being accoutered with the required resources and a vast experience of selling thousands of products online, we successfully managed to assist eBay in selling most INDIAN PREMIER LEAGUE (IPL) merchandises.

This was done through product image management, catalogue pricing, listing management, and fulfillment. More importantly, key performance metrics were used in the entire process right from market assessment to implementation to achieve the desired result. Thus with its unique strategy,

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and smart brand and channel management, we have made it a habit to accept newer challenges to set new milestones. FAN CLUB FOR INDIAN PREMIER LEAGUE (IPL) [pic] mig33 has tied up with five Indian Premier League (INDIAN PREMIER LEAGUE (IPL)) teams and launched dedicated mobile fan clubs for each of them.

The teams are Kings XI Punjab, Chennai Super Kings, Delhi Daredevils, Royal Challengers and Deccan Chargers. With this initiative, mig33 will help teams connect with their fan base in India and abroad through their handsets. The service would enable free; access to chat rooms, instant messaging, profiles, news and photosharing, updates and gossip are easy to navigate once downloaded. High on cricket fever Besides sponsoring Kolkata Knight Riders (KKR), Sprite has rolled out a new communication initiative for the INDIAN PREMIER LEAGUE (IPL), 2009.

As part of brand's 360-degree plans, Shah Rukh Khan, Bollywood superstar and owner KKR, Saurav Ganguly, captain, KKR, and some other members of the team including Murali Karthik and Ajit Agarkar would feature in the new campaign. The campaign links Sprite with KKR's no-nonsense, cut-through, competitive spirit with the tag line, " Korbo, Lorbo, Jeetbo Re" Shopping mania HomeShop18, the country's first 24-hour home shopping channel from the Network18 Group, has launched a nationwide promotion, Sabki Jeet Pakki, to mark its one-year in business.

The anniversary bash will feature a lucky draw where a customer who purchases from the HomeShop18 TV channel during the promotion period will be eligible to win exciting prizes. In addition, there are assured gift certificates worth Rs 500. It needs to be mentioned that within a year of its

launch, HomeShop18 has arranged an impressive array of over 20, 000 products, and boasts of a footprint in over 2, 400 cities with over 25% repeat customers

ARTICLE ON INDIAN PREMIER LEAGUE (IPL) YOUNGISTAN [pic] By Divya Gururaj Managing Director, MediaCom " Sports are a great window on the society" -David Halberstam, Pulitzer Prize-winning author/journalist

Which brings us to our biggest sports hoopla in India - INDIAN PREMIER LEAGUE (IPL). On the back of millions of dollars, sinful player bids, unparalleled press coverage, star quotient, imported cheerleaders, was launched the INDIAN PREMIER LEAGUE (IPL) spectacle. The television ratings are big, the stadiums are packed to capacity, the team anthems jam radio airwaves & INDIAN PREMIER LEAGUE (IPL) is suddenly the biggest thing to hit India. So, does the INDIAN PREMIER LEAGUE (IPL) success reflect a changing India, or is it just fantastic marketing? Possibly, a bit of both.

The INDIAN PREMIER LEAGUE (IPL) capitalises on & mirrors some emerging consumer trends & therein lies its success. n India Shining: It's now India's moment of glory & that's what our GenX believes & wants. India bidding for the world's best players, Indians captaining global stalwarts - INDIAN PREMIER LEAGUE (IPL) is an Indian takeover of cricket. Whatever the outcome of INDIAN PREMIER LEAGUE (IPL) final, it will still be an India win. Unlike the often stressful moments leading to disappointing outcomes of our national team versus another country, INDIAN PREMIER LEAGUE (IPL) is a total win-win for India.

The Best The World Has To Offer: Unlike their parents, today's Indians are familiar with the world's best & latest. And they will not settle for less. INDIAN PREMIER LEAGUE (IPL) is just that. The best players from across the

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world, the cheerleaders flown in, the best brands offering customised merchandise, stadiums all spruced up, McD burgers & CCD coffee on the stands. Even the spiffy, MI3 looking, walkie-talkie toting, security guards at the stadiums are so different from the portly & bored policewallahs who would earlier herd crowds.

Watching an INDIAN PREMIER LEAGUE (IPL) match live is actually a world-class experience (if you just ignore the parking hassles). Metros Going Global: Mumbai, Chennai, Kolkata are no longer about the Ghats, the Madrasis & the Bongs. The IT & ITeS boom has made our metros into multicultural, multilanguage, multiethnic, melting pots, with enough Gora presence. The INDIAN PREMIER LEAGUE (IPL) teams reflect just that. Homogeneous yet heterogeneous. Saurabh Tiwari, Manish Pandey & Harbhajan's being on the Mumbai Indians team will be giving sleepless nights to Raj Thackeray & his MNS.

But that's what our cities are today & that's what we have come to accept. Fast & Furious: Time is at premium & patience a forgotten virtue. For a young India, INDIAN PREMIER LEAGUE (IPL) is instant gratification. Three hours of excitement & fast-paced action. Unlike other sports, in T20 there is some scoring every minute of the game. And when there is a break in the game, the cheerleaders ensure that the crowds remain titillated & the adrenaline continues to flow. Pretty much the 2 minute-noodles-with-added-masala formula. Its time has finally come. Page 3 Is The Way To Be: In a country obsessed with Bollywood & cricket,

INDIAN PREMIER LEAGUE (IPL) has just the right mix. The star quotient in sports has never been so high. Our Bollywood team owners along with their

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glitterati friends have widened INDIAN PREMIER LEAGUE (IPL) from sports page to Page 3. There is something in it from everyone - from the crazy cricket addict, to his SRK obsessed girl-friend - INDIAN PREMIER LEAGUE (IPL) covers it all. The glitzy team uniforms (how can we ignore the gold & silver pads), the Hollywood inspired team names & of course, the Washington Redskins have caught a nation's imagination.

In fact, cheerleading is all set to debut as the latest career option for the young, swinging Indian. Show Me The Money: Money & opulence rule. Our youngistan is obsessed by big money, bigger salaries, side money at the BPO, quick bucks on the Stock Exchange. To have is great, to have not is a non-option. INDIAN PREMIER LEAGUE (IPL) is the mother of big money. 160 players have been paid, unheard-of-dreamt-of money. And that is a big draw-- we are hooked to guys with big money. Remember Harshvardhan Nawathe, the first KBC winner & how his winning episode doubled the already huge KBC ratings?

Desperately Seeking Entertainment: Couch potatoes we no longer are. But so far, apart from the saas-bahu sagas, entertainment was limited to shopping, eating & cinema. INDIAN PREMIER LEAGUE (IPL) is a great new hangout, evident by the stands packed mostly with young males 15-25 years, SEC AB, having the time of their lives. The festive atmosphere created by the cheerleaders, speakers blaring the team anthems & Bollywood songs, all add to the picnic. But clearly, Indians are starved for some out-of-home entertainment. Media Maketh The Man: Our Indian idols are all created by media.

Be it a Khali who emerged out of nowhere, a Prince who fell in a well, or Bhajji-Sree whose slapping is still hogging airtime. INDIAN PREMIER LEAGUE (IPL) has provided media with all the big bucks, glamour & the sleaze which makes for great PR coverage. And the 25% increased ratings of the news channels are also reflective of an India which is lapping up sleaze, gossip & tabloid journalism. Ready For Change: At home also, the shenanigans on-field, be it the cheery cheerleaders or the bad Bhajji, are a welcome relief for soap fatigued families, evident by the high TRPs of INDIAN PREMIER LEAGUE (IPL) & the falling fortunes of daily soaps.

INDIAN PREMIER LEAGUE (IPL) offered a whole new experience & India was ready to give it a try. Of course, since most of India is a single-TV home, it also shows that, finally, the males have got hold of the remote. Changed But Rooted: Comparing INDIAN PREMIER LEAGUE (IPL) & our recent debacles in hockey. Hockey through the years has remained as it was. Cricket has evolved - from tests to ODIs to 20-20s & now to league. Yet, there is heritage, tradition & familiarity. Our great grandparents played cricket & went to watch test matches (all five days of it).

INDIAN PREMIER LEAGUE (IPL) is not a complete break from the past, yet its keeps pace with changing times. Whether the Ambanis or the Mallayas are able to milk this, their latest cow, remains to be seen. But what they & Lalit Modi have created, perhaps truly represents the pulse of a nation. And a summer to remember. Cheer Leaders For INDIAN PREMIER LEAGUE (IPL) [pic] INDIAN PREMIER LEAGUE (IPL) for more publicity got INDIAN PREMIER LEAGUE (IPL) Cheer Leaders ... Got great advantage but went thru a lot of

difficulty and negative publicity too Article with the worst publicity by Times Of India - May 11, 2011,

INDIAN PREMIER LEAGUE (IPL) cheerleader Gabriella Pasqualotto thrown out for blogging on flirtatious players Zee news " Cheerleaders in INDIAN PREMIER LEAGUE (IPL) like walking porn" WWW. SIFY. COM INDIAN PREMIER LEAGUE (IPL) cheerleader sacked for naming 'naughty' players <http://blogs.wsj.com> - Mumbai Indians Cheerleader Sacked for ' Secret' Diary KEY FEATURES OF INDIAN PREMIER LEAGUE (IPL) [pic] The INDIAN PREMIER LEAGUE (IPL) or Indian Premier League is a 20-20 format cricket tournament. This league was formed by the Board of Cricket Control of India (BCCI) and sanctioned by the International Cricket Committee (ICC) INDIAN PREMIER LEAGUE (IPL) has been conceived on the lines of the English premier league and NBA, where local teams with a defined fan base play against each other ? INDIAN PREMIER LEAGUE (IPL) has eight teams sold to franchises for perpetuity. These franchises can run the league in their individual styles and can raise resources from the primary market. ? SONY-WSG has bagged broadcasting rights for 10 years for US\$918mn, excluding marketing for US\$108mn ? The franchise amount collected is US\$724mn, with each of the clubs being sold for US\$67-112mn, depending on the city. A total of 59 matches were played

BROADCASTING RIGHT [pic] • TELEVISION RIGHTS: The BCCI created history when it sold television rights to Sony-World Sports consortium for US\$1.02bn • TITLE SPONSERS: On February 13 2008, Indian real estate developer DLF Universal secured exclusive rights to the INDIAN PREMIER LEAGUE (IPL) title sponsorship worth Rs 200 crore (over \$50 million) for five years. Indian

Premier League Vs. Indian Cricket League VS [pic] Difference between INDIAN PREMIER LEAGUE (IPL) and ICL Unlike the Indian Cricket League (ICL), the INDIAN PREMIER LEAGUE (IPL) is an official sanctioned Twenty20 tournament.

Owing to its recognition by the International Cricket Council (ICC), it will enjoy a better status and international reach. Also each team has individual owners. Television Rights On January 14, 2008, it was announced that a consortium consisting of India's Sony Television network and Singapore-based World Sports Group secured the rights of the Indian Premier League. The record deal is for ten years at a cost of US\$1.026 billion. As part of the deal, the consortium will pay the BCCI US\$918 million for the telecast rights and US\$108 million for the promotion of the tournament.

The BCCI announced that the bulk of the profit from this deal would initially go to the INDIAN PREMIER LEAGUE (IPL) franchises themselves, gradually reducing this amount over the duration of the contract. Network Ten has purchased the rights to show every game live in Australia on free-to-air television for the next five years at a cost of AU\$10 - \$15 million. Title Sponsorship Rights Indian real estate developer DLF Universal secured exclusive rights to the Indian Premier League title sponsorship worth INR 200 crore (over US\$50 million) for five years. Franchises

The magnitude of the Indian Premier League was confirmed when the winning bidders for the eight franchises were announced on January 24, 2008. While the total base price for auction was US\$400 million, the auction fetched US\$723.59 million. The official list of franchise owners announced and the winning bids were as follows. Franchise owner and price paid

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Bangalore - Vijay Mallya/UB group - USD 111.6 million
Chennai Super Kings - India Cements - USD 91 million
Delhi DareDevils - GMR group - USD 84 million
Hyderabad - Deccan Chronicle - USD 107 million

Jaipur - Emerging Media (Manoj Badale, Lachlan Murdoch, Suresh Chellaram and investors) - USD 67 million
Kolkata - Shah Rukh Khan's Red Chillies Entertainment in partnership with Juhi Chawla and Jay Mehta - USD 75.09 million
Mohali - Preity Zinta, Ness Wadia (Bombay Dyeing), Karan Paul (Apeejay Surendera Group) and Dabur's Mohit Burman - USD 76 million
Mumbai - Mumbai Mukesh Ambani's Reliance Industries Limited - USD 111.9 million.
Entertainment industry is treated as the most prominent and emerging industry in the whole world. It is growing at rate faster than any other industry in the world even in this time of recession.

Indian premier league has opened the doors to the next big media movement. India is one of the fast growing markets in the world and INDIAN PREMIER LEAGUE (IPL) and ICL has provided it with another media explosion. The current estimate of Indian entertainment and media industry are at INR 353bn (\$8.2bn). It is estimated to grow at a rate of 19 percent for the next five years. REVIEW INDIAN PREMIER LEAGUE (IPL) and ICL are two products that was able to create an impact in the marketing industry by providing services to an industry which was very hungry for products like that.

Both this products created a value by offering the best entertainment possible. The definitions provided by Kotler proves right in case of this products. “Marketing is a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchange products of value with others” -(Kotler, 1991). Marketing is the

most important factor for any industry. There are different ways in which different industry uses the marketing strategy for the effectiveness of their success.

Marketing is a very wide concept it starts when we think of product, then we plan, and then create the product and finally we sell the product. It uses different strategies to accrue competitive edge in the market(Porter's, 1997). This strategies are widely used in this report to understand the different kinds of approaches this companies have adopted to target the customers. SWOT and PEST analysis is used in the report to understand the macro forces that are currently active in the industry. Kotler's and Porter's analysis is used throughout the report to understand the marketing mix, marketing strategies and macro forces.

INDIAN PRIMIER LEAGUE: THE NEXT GENERATION OF CRICKET INDIAN PREMIER LEAGUE (IPL) is expected to earn 2 billion dollars to BCCI (Board of cricket control board of India in the next 5 years. INDIAN PREMIER LEAGUE (IPL) had bring a revenue of 1200crore rupees in the first year more than double the entire sports budget of India of 490crore rupees. INDIAN PREMIER LEAGUE (IPL) is considered as recession proof. Because of General elections in India INDIAN PREMIER LEAGUE (IPL) had to move to South Africa as the Government of India was unable to provide security for the event.

In 2008 Set Max channel's (SONY Entertainment) revenue market share has raised from a pre-INDIAN PREMIER LEAGUE (IPL) level of 5. 7% to 28. 8%, says the report. Its share of prime time has gone up to 29%, higher than the cumulative market share of the top nine Hindi general entertainment channels. From next year, Sony is projected to gross about Rs 650crore in <https://assignbuster.com/a-project-on-ipl/>

advertising revenue for about 45 days of INDIAN PREMIER LEAGUE (IPL), which would be 7% of the entire estimated TV ad revenue of around Rs 9,000 crore for the whole year. ([http://Indian Premier League \(IPL\). timesofindia. indiatimes. com/articleshow/msid-3084001, prtpage-1. ms](http://timesofindia.indiatimes.com/articleshow/msid-3084001,prtpage-1.ms))

OPENING DOORS TO THE BIGGEST MEDIA MOVEMENT [pic] ? Indian premier league created a new era of marketing sports in India. In this report I have tried to sort the similarities and difference it has with Indian cricket league. ?

INDIAN PREMIER LEAGUE (IPL) is a US2bn property , it is attempt to sell cricket as a reality show ? Like England it has successfully promoted clubculturein India for the first time. ? INDIAN PREMIER LEAGUE (IPL) provides a new entertainment genre which cut across borders. ? It is used as a means to promote some brands (UB group) and some consider it as an investment(e. . India cements). ? First edition of INDIAN PREMIER LEAGUE (IPL) has earned 1200crore profit that is double the amount Indian government spends for its entire sports budget. ? The market value of the teams has grown more than 300 percent this year. ? It is a concept sell. ?

The main sponsor of INDIAN PREMIER LEAGUE (IPL) is DLF Teams, players and every small aspect related to INDIAN PREMIER LEAGUE (IPL) has become an INDIAN PREMIER LEAGUE (IPL) product

INDIAN CRICKET LEAGUE (ICL)- THE UNDER DOG [pic] ICL or India cricket league is a parallel private cricket league runs with INDIAN PREMIER LEAGUE (IPL).

It has got both versions of cricket that is 50 over and 20 over format of the game even though more emphasis is given to the 20-20 format. When started INDIAN PREMIER LEAGUE (IPL) consisted of 6 teams then by 2008 it has been increased to 8 and then in the second half of the year by 9. Board

of cricket control of India considers ICL as unauthorised league and it has barred ICL players from taking part in any tournament hosted by ICC or BCCI. Indian cricket league still has its share of audience. It has got international players from almost all the cricket playing nations.

It is headed by one of the legends of Indian cricket Mr. Kapildev, former captain of world cup winning team of India. ICL has got players like Brian Lara, who is considered as one among the top 3 players the world has ever produced. ? ICL is launched by Subhash Chandra in May 2007. ICL is a unique concept in cricket after Zee was not able to secure rights of the World Cup 2011. ? Subhash Chandra owns ICL unlike the eight teams in INDIAN PREMIER LEAGUE (IPL) owned by different franchises. ? ICL has more than 200 players with 9 teams in total. ? ICL investment is more than 1 billion dollars in total. ICL has three event televised in a year compared to INDIAN PREMIER LEAGUE (IPL) which only have one. ? ICL has faced problems in finding grounds. ? It has generated revenue of 750 million in the first 3 years. BROADCASTING RIGHT First season of ICL was played in only one venue. The second season was more successful as ICL was able to secure three venues for 24 matches. ICL was able to telecast matches on Zee Sports and Ten Sports. Other telecasters include Geo Super in Pakistan, Astro & Telkom Malaysia, Starhub in Singapore, Showtime Arabia in Middle-East, Zee Sports in USA & Canada and Zee Cinema in United Kingdom & Europe.

Global rights have been sold for US\$10mn. TITLE SPONSERS: Edelweiss was the title sponsor with Rs150mn (for ten years) OTHER SPONSERS: JVC, Aircel, Vodafone and Intel were associate sponsors MARKETING MIX INDIAN PREMIER LEAGUE (IPL) 1. The production of INDIAN PREMIER LEAGUE (IPL) as

a service product is exemplified by the mere volume of the production of revenue from every aspect of the game. 2. Teams, players and every small aspect related to INDIAN PREMIER LEAGUE (IPL) has become an INDIAN PREMIER LEAGUE (IPL) product. 3.

Factors like material management for stadiums, players, Facilities arrangement for players, spectators, Guests, etc transportation management and allied activities require a proper management and BCCI has made all possible efforts to provide with the best facilities to everyone from spectators to players and third parties involved 4. One of the leading products in the segment. ICL Both INDIAN PREMIER LEAGUE (IPL) and ICL are having similar product. What ICL has is that, apart from the 20-20 match up, ICL has also planned to introduce 50 over match by 2010. Other than that both INDIAN PREMIER LEAGUE (IPL) and ICL have similar products.

INDIAN PREMIER LEAGUE (IPL) 1. The venue chosen for the cricket matches was a strategic choice of places which are named after franchisees, which helped attract people. ICL 1. In first phase ICL they only had one stadium. Now it has 3 stadiums in India, to an extent it was a barrier in attracting crowd from various places. INDIAN PREMIER LEAGUE (IPL) 1. Follows a policy of priceleadershipstrategy. 2. It also uses premium pricing strategy. 3. Gate revenues in INDIAN PREMIER LEAGUE (IPL) are largely dependent on stadium capacity and purchasing power of city. They are expected to vary between Rs200-Rs5, 000 premium seating. 0% of tickets will go to INDIAN PREMIER LEAGUE (IPL). Internationally, most of these teams own stadiums ICL 1. Penetration pricing 1. Uses all medium of advertisement it includes TV, newspaper, internet, billboards etc. 2. It follows the prinIndian Premier

League (IPL) is a source of controversy in marketing. Marketing controversy either way, the end result is unparalleled coverage; residual awareness of your product, which later most definitely translates into brand recall, and even sales. 3. Live concerts. 4. Uses film stars like Sharuk Khan, Akshay Kumar etc for promotion. 5. Grand opening ceremony. 6. Worldwide telecast.

MARKETING ENVIRONMENT

There are several actors and forces present in the industry that determine the fate of the product, INDIAN PREMIER LEAGUE (IPL) and ICL is no exception to this. We can classify those macro forces mainly into 6 groups 1. Demographic environment 2. Physical environment 3. Economic environment 4. Technological environment 5. Socio-cultural environment 6. Political and legal environment (Marketing management 12th edition(12e) by Kotler and Keller page number-27) I have used two variables in SWOT analysis to understand the macro environment that is OPPORTUNITIES and THREATS and to understand the micro environment STRENGTH and WEAKNESS is used.

SWOT ANALYSIS STRENGTH ? INDIAN PREMIER LEAGUE (IPL) is based on the 20-20 format of cricket which would be completed within 3 hours. It is fast-paced and exciting, and more over it can be played in weekend or weekend afternoons. That makes it appealing like American football, basketball and soccer. It will appeal both to TV audience and as a spectator sport. ? INDIAN PREMIER LEAGUE (IPL) structure is such that all the aspects work in great balance to maximise the profit. ? India is a cricket crazy nation so it is easy to promote the products like INDIAN PREMIER LEAGUE (IPL) and ICL. WEAKNESS 20-20 has become so popular that it can damage the other forms of cricket that is 50 over game and test cricket. ? There is always a distance

from fans as it is difficult for everyone to get into the ground to see the matches. ? It is very difficult for sports and business to go together, business needs quick results but in a team sport it might take time to gel a group together. If management and team are two levels it creates problems for the players.

OPPORTUNITIES ? INDIAN PREMIER LEAGUE (IPL) is very attractive as a marketing communication opportunity since it has a large potential mass audience, especially for advertisers and sponsors. If the franchisees are able to generate a large fan base then it will be able to generate a large TV revenue ? Fans are of different types so there will be more corporate hospitality, season tickets, away tickets, TV pay-per-view and other ways to segment the markets for INDIAN PREMIER LEAGUE (IPL) ? Opportunity for merchandising is very huge e. g. sales of shirts, credit cards and other fan memorabilia. Grounds can also sell refreshments and other services during the game. ? This version helps to gain more youngsters to game and this will create a long term fan base for the franchises.

Their parents and older cricket fans may still prefer older forms of cricket. Youth market will also force the other to buy the product as status symbol. ? India has traditionally high inflation rate but the franchise has to pay only a fixed rate still 2017-18 means the investment is safe.

THREATS ? Revenue will be more for highly supported team not for the highly priced team. ? Franchises are highly expensive. The most expensive team was bought by Mukesh Ambani for \$111.9 million and the lowest Rajasthan Royal for \$67 million. If the fan basis does not generate enough income then it will be difficult to pay the salaries for the players. ? If the best invested players don't play well then you may not see the return on investment. ? The return

on investment will have to for the long term as we cannot expect fast returns from all quarters quickly. ? It is the responsibility of the board of cricket control board of India to keep the level of competition with the other boards. It is the responsibility of the board to attract the top names of cricket to India. To understand macro forces in detail PEST analysis is used. PEST ANALYSIS

POLITICAL FACTORS ? Government of India was unable to provide security for the 20-20 tournament so it had to move to South Africa with immediate effect. ? Terrorism and political instability still remains a problem in India.

ECONOMIC FACTORS ? Indian economy is facing deflation (. 12) so the investment in short term is not a safer option. ? Recession in world economy is another major issue so the purchasing power of the customer is considerably weak ? **INDIAN PREMIER LEAGUE (IPL)**'s second edition had to move to South Africa it will cause a minimum loss of 250 crore rupees for the government of India in the form of taxes. As the stadiums in South Africa are comparatively smaller than India, it will cause the franchisees to lose another 50 crore rupees. ? Still Indian economy is growing at a faster rate than any other country except China and cricket is the life blood of almost every Indian. ? **INDIAN PREMIER LEAGUE (IPL)** is expected to bring BCCI 4500 crores in the next 10 years. **SOCIAL FACTORS** ? India is a cricket crazy nation so the promotion of cricket is not at all an issue for the franchisees. ? 20-20 cricket is able to attract the young population of India. **TECHNOLOGICAL FACTORS** Cable television is still not available to large population of India. **LIKELY EFFECTS ON THE INDUSTRY IN NEXT 12 MONTHS** India is expected to grow at rate of 7 percent. Cricket has got a large fan base in India and it the

only one industry in India expected outperform the effects of recession. Recent bidding for player is an example for this effect. If the government of India can provide enough security then cricket will bring enough money for the economy. At the beginning of 2010 INDIAN PREMIER LEAGUE (IPL) will have 4 more teams that mean more money in the economy and growth in the sector is bound to increase.

All the INDIAN PREMIER LEAGUE (IPL) franchisees will earn profit from this year as already 3 teams were able to generate profit in the first year itself. INDIAN PREMIER LEAGUE (IPL) from this year onwards will have a new market also in the form of South Africa. This will increase the viewership and it will also make International cricket council to find specific time slot for INDIAN PREMIER LEAGUE (IPL). TV revenues is expected to grow as INDIAN PREMIER LEAGUE (IPL) governing body has decided to have another break of 5 minutes in between . RESEARCH METHODOLOGY Extensive research was carried out for the successful completion of this project.

Both primary and secondary data were collected from various Sources. PRIMARY DATA: The main data was collected from the zonal office of INDIAN PREMIER LEAGUE (IPL) situated in Mumbai. An email which contains the typical details and strategies was received as feedback. The Marketing wing of both INDIAN PREMIER LEAGUE (IPL) & ICL was contacted for preparing this assignment. Due to expense factor, communication was mostly done via email. The marketing department gave relevant information about the data. SECONDARY DATA: The secondary data in this study is collected from various magazines, Newspapers and Websites.

Analysis and others parts are done on the basis of these secondary data and knowledge collected from the marketing lectures. LIMITATIONS My study is based on Primary data collected was only through phone and e-mail. The data from the primary source was very limited and it does not give the real picture of the Indian Entertainment Industry. The transparency of the data that is available is not entirely trustworthy. The net worth worth of the entertainment industry and the actual worth is not always the same. The time scale for studying the entire assignment was short. Such a vast case cannot be studied in a short p.

There was also geographical constrains in collecting the data. Another important limitation was the communication gap. The only ways possible which could be effectively utilised were the telephone and e-mails. But these took lot of time as this entertainment industry is so scheduled. DISCUSSION INDIAN PREMIER LEAGUE (IPL) Commissioner Lalit Modi is confident that recession will have no impact on the tournament. He told CNN-IBN on 5th February that “ the glitzy Twenty20 league is virtually recession proof” Lot of experts also believe that INDIAN PREMIER LEAGUE (IPL) is one industry that will do well even in this time of recession.

This research tries to bring out the after-effects’ of such a system and its influence in various segments of people. My own analysis also prove that the above statement is true because the valuation of one of the teams of INDIAN PREMIER LEAGUE (IPL) that is Rajasthan Royals has gone upto 3733 percent appreciation in its share value. This fact shows that there is a growing interest in this product. ([http://Indian Premier League \(IPL\)cricket4u.com/2009/02/05/long-term-contracts-make-Indian Premier League \(IPL\)-](http://Indian Premier League (IPL)cricket4u.com/2009/02/05/long-term-contracts-make-Indian Premier League (IPL)-)

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recession-proof-modi) One of the hot debate about the form of cricket is that 20-20 format kills Test cricket .

As per Rahul Dravid one of the most successful Indian cricketer “ T20 is unique and lot of young Indian players are excelling in this format. Whether they can take this confidence to the next level is debatable. It’s not going to be easy and the skills with which you achieve success in T20 may not help you give you success in Ranji and Tests” But the continuous success of Indian cricket in all forms of cricket in the last 2 years proves that this analysis of Rahul proved to be wrong. The confidence these youngsters have gained from 20-20 proved to useful in the other forms of cricket also.

[http://www. Indian Premier League \(IPL\)cricketlive. om/Indian Premier League \(IPL\)/indian-premier-league-quotes](http://www.IndianPremierLeague(IPL)cricketlive.com/IndianPremierLeague(IPL)/indian-premier-league-quotes) CONCLUTION INDIAN PREMIER LEAGUE (IPL)’s ability to sustain and grow its popularity in the long-term depends on the ability of individual franchises to break out and become large media properties on their own. Franchisees may also have to increase their marketing and promotional spends to effectively monetise their fan base and build brands out of their respective teams. Apart from finding more team sponsors, franchisees may try to increase the mix of premium seating in their home stadiums. At the moment a bit might be too different if we look INDIAN PREMIER LEAGUE (IPL) and ICL.

In the recent format advantage can be taken by organising matches between this two winners that is more matches can be played between the two leagues. In the coming year more innovation is expected we might be able to see 10-10 or a 5-5 over format of cricket. Recession VS INDIAN PREMIER LEAGUE (IPL) Modi said INDIAN PREMIER LEAGUE (IPL) will

not be hit by INDIAN PREMIER LEAGUE (IPL) but unfortunately it did – by article on [http://cricketnext.in.com/news/recession-wont-hit-Indian Premier League \(IPL\)-auction-modi/37855-14.html](http://cricketnext.in.com/news/recession-wont-hit-Indian-Premier-League-(IPL)-auction-modi/37855-14.html) And [http://www.Indian Premier League \(IPL\)ticket.com/2009/01/Indian Premier League \(IPL\)-season-2-recession-hits-Indian Premier League \(IPL\).html](http://www.IndianPremierLeague(IPL)ticket.com/2009/01/Indian-Premier-League-(IPL)-season-2-recession-hits-Indian-Premier-League-(IPL).html) CRICKETNEXT - With big names such as Pietersen and Flintoff, the second INDIAN PREMIER LEAGUE (IPL) auction in Goa next week will be eagerly watched. INDIAN PREMIER LEAGUE (IPL) chairman Lalit Modi tells CNN-IBN that he expects the auction to generate quite a buzz despite the economic recession INDIAN PREMIER LEAGUE (IPL)TICKET - The year 2007-08 saw sackings like never before in the world of cricket. From coaches to CEOs and officials of all kinds, almost everybody was shown the door for reasons not pertaining to performance alone.

The year 2008-09 promises to be a little different. The year 2008-09 promises to be a little different. This year, it won't just be coaches and officials getting the pink slips; even cricketers will get them. At least three franchisees of the Indian Premier League (INDIAN PREMIER LEAGUE (IPL)) have already taken the necessary steps to downsize their teams. The marching orders are likely to be served at the junior level. While Mumbai Indians plan to bring down their 27-member contingent to 18, teams like Deccan Chargers and Delhi Daredevils are planning similar moves. . So what has triggered the move? Recession?

Not really if the franchisees are to be believed. Simply put they have grown wiser in the second year. " Last year, we were very new to the concept and it all happened so fast. But this year onwards, expect most of the teams to

work on a target-based princlIndian Premier League (IPL)e. They know exactly what they're going to be eyeing for or in terms of cricket, what their team composition is going to be during the two-month period," says a franchise official. Chargers have given Adam Gilchrist and Darren Lehmann, captain and coach respectively, the entire responsibility of manning team requirements.

Of course, as one Chargers official suggests, this has come with a rider to get rid of all extra costs. " In general, most franchisees now have a better idea of a core group functioning. Similarly, the captain, coach and senior players have a good understanding of the kind of team required. We're going to stick to that," he says. Other than the under-19 players (two per franchise), bought on a three-year contract during the 2008 auctions after India won the World Cup in Malaysia, most of the fringe players, picked from the domestic circuit, will in all likelihood be dumped.

Mumbai Indians are tight-lipped for now, waiting for Sachin Tendulkar to give his nod, before the axe is wielded. " It's going to be a common affair with the economic scenario so depressing. It won't be the case with Mumbai alone," says an official involved closely with the Mumbai cricket. EXCESS BAGGAGE At least three INDIAN PREMIER LEAGUE (IPL) franchisees have already taken the necessary steps to downsize their teams. The marching orders are likely to be served at the junior level, most of them being fringe players. Mumbai Indians plan to bring down 27-member contingent to 18; waiting for Tendulkar's nod.

Teams like Deccan Chargers and Delhi Daredevils are planning similar moves. The reason? Teams want to work on target-based princlIndian
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Premier League (IPL)e. INDIAN PREMIER LEAGUE (IPL) A GAME OR BUSINESS??? TV, Internet, Newspapers Everymedium is flooding with DLF INDIAN PREMIER LEAGUE (IPL), a privateevent; that above all, explains the successof Indian Premier League. For a privateevent , entire media is fighting to give freeof cost coverage! Strange , but Interesting! So what marketing and branding strategyhas worked in favour of INDIAN PREMIER LEAGUE (IPL)?

Charm Of INDIAN PREMIER LEAGUE (IPL): • Mega Event • To keep it focused in 20 overs • It structured teams around states • By following a well tried internationalmodel of clubs and player auctions • Media hype • Board of Cricket Control in India • Shah Rukh Khan, Preity Zinta and ShilpaShetty

Cost of teams: • Rajasthan Royal \$67mn • Kolkata Knight Riders \$75. 09mn • Delhi Daredevils \$84mn • Kings XI Punjab \$76mn • Royals Challengers Bangalore \$111. 6mn • Hyderabad Deccan Charges \$107 • Chennai Superkings \$91mn • Mumbai Indians \$111. 9mn Sahara Pune Warriors \$370mn • 10 Kochi \$333. 33mn

Valuation 1. Rajasthan Royal \$45. 2mn 2. Kolkata Knight Riders \$46mn 3. Delhi Daredevils \$40. 5mn 4. Kings XI Punjab \$36. 1mn 5. Royals Challengers Bangalore \$41. 9mn 6. Hyderabad Deccan Charges \$34. 4 7. Chennai Super kings \$48. 8mn 8. Mumbai Indians \$40. 8mn

Team composition rules are: Sponsorship: A deal with beer and airline conglomerate Kingfisher at \$26. 5-million [pic] So where is the money coming from... Media Right | Central revenue | Money raised by franchise | Franchise Bid Money | |\$1billion for 10yrs | Title sponsorship of event | Selling advertisement for stadia | Cost of teams | | Sony | Licensed merchandise | Licensing products | | | | Merchandise sale | |

| | | Advertising on ticket | | | | Gate money | | Money Sources | BCCI |
Franchise | Players | | Media Right | 20% | 72% | 8% | | Central Revenue |
40%