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Group M Media India Private Limited

Level 7, BAY 99, The ORB, IA Project Road,
Chhatrapati Shivaji International Airport,
Andheri East, Mumbai 400099

[Facebook.com/GroupM.India](https://www.facebook.com/GroupM.India)

[Twitter.com/GroupMIndia](https://twitter.com/GroupMIndia)

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Vinit Karnik

Head – Entertainment,
Esports & Sports,
GroupM South Asia

vinit.karnik@espglobal.com

FOREWORD

At GroupM ESP (the Entertainment, Esports & Sports division of GroupM), we are elated to bring to you the tenth edition of ‘Sporting Nation in the Making’. This industry initiative from us is aimed at providing a comprehensive view of the Indian Sports Industry, with an eye on the scale, direction, and crucial growth drivers.

Ten years ago, we had embarked on this endeavour in the backdrop of a fast-evolving sports ecosystem in the country, and it has since been an incredible experience for us to be part of this journey, as the industry burgeoned into its current state, and continues to accelerate on the highway of progress. These were years that saw us cover a lot of ground as a Sporting Nation in the Making, be it in terms of the indelible marks our champion athletes have left at several prestigious competitions around the world, or from a commercial standpoint too. Cricket has been playing the role of a trailblazer in Indian Sports, and while Team India has a towering presence on the field, we have also reinforced our position as the focal point in the business

aspects of the sport too. The franchise format that was pioneered by cricket through the IPL, has since been adopted by many other sports in India, and we now have properties like the ISL and the PKL which have created flourishing markets of their own, with more such competitions showing potential, foreshadowing the unfolding of a multi-sport nation. Over these ten years, the industry has delivered a CAGR of 14%, with the 2022 scoreboard reading INR 14209 Cr (\$ Mn 1799). Cricket played with positive intent and accounted for a major share of this value, while Emerging Sports had a great year from a growth perspective, with many events making their return after the Covid-induced hiatus.

We have made significant headway over the past decade in terms of on-field performance, with some sensational victories by our athletes in different sports disciplines. Gone are the days when the hockey team stood alone as a beacon of hope at the Olympics, with our contingent picking up 15 medals across the last three editions of the Games. While the Tokyo

Olympics in 2021 saw an Indian Gold Medalist in a Track & Field event for the first time in history, 2022 witnessed the same athlete continuing the winning run with terrific performances on multiple occasions, while other highlights of the year included feats like our first-ever Thomas Cup victory, and glory at the Commonwealth Games, especially in events like Lawn Bowls and Steeplechase in which a podium finish by an Indian would have seemed far-fetched, not so long ago. The famous victories of Indian women athletes at global events have provided wings to the aspirations of many young talents in our nation. The inspiring success stories of these champions, along with the emergence of competitions like the WPL, truly exemplify the spirit of the New

India of today. The technological advancements happening in the media and broadcasting space have elevated the level of experience for fans in the past few years, while also presenting newer and more exciting avenues for brands to engage with their target customers.

This report analyses the industry from three angles-Sports Sponsorship (Ground, Team and Franchise), Sports Celebrity Endorsement and Sports Media Spends. While it closely reviews the growth levers, 'Sporting Nation in the Making-X' also gives a snapshot of the digital data (social conversations & search), with the On Air Reach & TVR in the major sporting leagues in the country, aimed at maximizing the value to Rights

Owners, Advertisers, and Agencies. In addition to giving a clear picture of the trends in terms of numbers, we are also diving deep into the business drivers and other causative factors, with an eye on the future too. We are grateful for the invaluable contributions from rights owners, agencies, and industry participants whose inputs and support have always encouraged us to move forward, as we prepared this report with utmost care.

We have always been guided by a resolve to give you an insightful report, and to keep raising the bar continuously. We will be most pleased to receive feedback and suggestions that will help us in enriching future editions of this report.



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Ten Years of Sporting Nation



aining winning momentum on the growth highway

2022 was a great year for Indian sports in more ways than one! On the field, there were some splendid moments that saw us storm new castles, by winning medals in events across a range of sports disciplines in which a podium finish for an Indian was not seen to be within the realms of possibility not so long ago. Cricket has an all-pervading following in the country and is a sport where the wins and losses on the pitch serve as a veritable barometer for the public sentiment in the country, and even though we could not quite land the elusive ICC Trophy, there were some famous winning moments that gave a great deal of joy to the fans.



The FIFA World Cup was like the icing on the cake for the Indian fans of the world's favourite team sport, who were treated to some top-class action from the prominent leagues in the beautiful game. From a commercial standpoint, we saw playing conditions that were congenial for a high-scoring ecosystem, and the result was a resounding growth all across, as the industry covered the lost ground, making up for the velocity that was affected in the past couple of years due to the force majeure circumstances that prevailed then.

This report explores the twists and turns of the Sports Sponsorship Industry in India in 2022, and quantifies it from three angles – Sponsorship (inclusive of On Ground Sponsorship Spends, Team Sponsorship Spends and Franchise Fee), Sports Celebrity Spends, and Sports Media Spends. All these streams put together, we saw a total revenue of INR 14209 Cr (\$Mn 1799), which in terms of year-on-year incremental delivery, reflects a growth rate of 49% over 2021. For an industry that has been habituated to emphatic annual growths for over a decade, the slowdown caused by the pandemic in 2020 was a major jolt, even as 2021 saw us getting back on the growth track. Hence, this disproportionate delta we saw in 2022 was well and truly indicative of a resumption of normal services in an industry that has been

seeing a rising graph over the years. Sports Sponsorship saw the biggest upswing among the three factors under consideration here, leapfrogging to INR 5907 Cr (\$Mn 748) with a growth of 105%. This doubling impact is the result of a combination of factors like favourable schedules, scaling up of properties, synergistic functioning of the industry players within the ecosystem, and of course, the market acceptance of the treat that was laid out for the fans. 2022 also saw Sports Celebrities getting associated with more brands, with the Athlete Endorsement value recording an amount of INR 749 Cr (\$Mn 95), which was 20% higher than what our stars earned from brands in the previous year. This rising curve is certainly indicative of the influence our favourite sportspersons wield over us, owing to the fact that while they win against competition on the field, they also win the hearts of the fans too. A little over half the total industry spends, 53% to be precise, were incurred on account of Advertising Expenses on Media. In terms of absolute value, this works out to a total amount of INR 7553 Cr (\$Mn 956) at a YoY growth of 26%. Traditional Television has the biggest share here, even as Digital Medium is gaining ground at a rapid pace on the back of evolving consumer habits.

Cricket is the one sport that has been playing on the front foot in terms of steering the industry through the vicissitudes of the path of commercialization over the years.

The franchise format was introduced to the nation in 2008 with the unveiling of the IPL, a property that has since been the money-spinner of Indian sports.





The 2022 performance further serves to highlight this position of pre-eminence for the cherry and timber sport in our minds, as we saw it contributing a mammoth 85% of the total Sports Industry revenue, which equates to INR 12115 Cr (\$Mn 1534)! Despite the huge base value in cricket, the growth we saw for the No.1 sport in India was 44% - in terms of sponsorship, endorsement, and ad expenditure. A closer inspection of the wicket will reveal that there was significant contribution here from both international cricket as well as franchise events too. The biggest run-getters were, of course, Team India fixtures and the Indian Premier League (IPL), with the men's national team playing almost twice the number of matches they did in 2021, and the T20 fiesta growing inorganically, yet definitively, with the addition of two more franchises into the competition - both factors serving as crucial growth drivers for the industry.

If we crunch the numbers a little further, we find that cricket's value contribution across the three streams of revenue will vary slightly, although not in any scale that makes us question the hallowed status enjoyed by the sport. In Sponsorship Spends (Ground, Team and Franchise), cricket delivered 75% of all sports, whereas the corresponding number for Endorsement was 85%. In media spends by brands, the role of the top-scorer was even more pronounced, with a whopping 94% of all ad expenses being linked to cricket-related content, across all media vehicles. With our country serving as the epicentre of cricket consumption in the world, it is no surprise that Indian brands are making strategic investments in foreign leagues of the sport, thereby ensuring that all grounds are covered as they are bowling to the field, in terms of engaging with followers of the action from the 22 yards! While the industry relies on cricket to score a vast

majority of the runs, there is no denying the fact that there is a great value in the learning from this sport, that can be leveraged effectively into other sports too.

The arrival of the IPL in 2008 introduced a new way of organizing sports competitions in the country and the cultural ramifications of the same have been significant. The franchise-oriented approach we got to see for the first time, has since then been adopted into other sports, and is now integrated well into the milieu of the sports lovers in our country. The top Football event in our nation, the Indian Super League (ISL), is now an important part of our sports calendar, and along with the IPL, has been seeing uninterrupted action ever since its inception, even in the pandemic-afflicted 2020. The media boom in recent years has brought our fans closer to the best footballing action in the world, and hence, we see Indian brands getting into mutually

beneficial deals with teams and leagues from countries like England and Spain. To add to the annual competitions on offer, 2022 saw the FIFA World Cup being played in Qatar, and it was an exciting phase for lovers of the world's leading team sport, in India. Not surprisingly, we saw sponsorship deals from Indian brands with the world's biggest sporting event, and also with the teams that were arguably the most popular ones in the competition. Moving to a more indigenous sport, one event that has made its mark in Indian sports in the past few years is the Pro Kabaddi League (PKL), which apart from a brief tackle it faced in the Covid year, has been a picture of strength. 2022 saw two editions of the event, with the first one happening on account of a delayed start to the 2021 competition. Emerging Sports, a term we are using to collectively refer to sports other than cricket because of the high growth potential they represent, had an impressive year and contributed to 15% of the overall Industry scoreboard. While the pandemic wreaked havoc for these sports, 2022 saw them bouncing back strongly, with an 87% growth over 2021, at an overall level. The higher share in the area of Sponsorship (25%), as against Media Spends (6%) and Endorsements (15%), could be viewed, among other factors, as indicative of a proclivity from certain brands to get into symbiotic relationships with growing properties, even if they are smaller in scale at that point in time. A reflection of

this trend could also be seen in the disparity in share of ad spends for Emerging Sports across media types. In TV, they have 5% contribution, whereas it doubles to 10% in the case of digital media, which offers lower cost barriers for entry by brands. 2022 was also a year in which many franchise leagues marked a return to action, while events like the Ultimate Kho Kho saw the debut season, with lots of promise for the future. It was a good year for Participative Sports like Marathons and Golf, which saw encouraging post-pandemic resurgence. The major Marathons and Long-Distance races were among the positive affirmations for the year, as we saw the spirit running in the respective cities where they were organized. Overall, it was a year that saw the Emerging Sports playing the supporting role to perfection, while giving us glimpses of why they could be bigger forces in future.

To put the year in perspective, 2022 truly signified a return to winning ways in an industry that faced quite a few hurdles in the previous two years. To take a long-term view of the industry surge, while the five-year period before the pandemic (2014 to 2019)

had seen us grow almost two-fold, the picture at the end of 2022 shows a comparable uptrend from 2017! This is a remarkable testimony to the resoluteness of a system that had to counter some really rough weather in that time period. This is a consequence of close collaboration among the different stakeholders of the Sports Value Chain in India, as assets were created and monetized effectively through adroit management of events and content flow. It was a matter of great pride for the ecosystem when the industry touched the billion dollar mark for the first time, after a decade since the launch of the IPL, and even though there was a tricky ebb and flow in the subsequent years, 2022 has given a clear message that the second billion is just around the corner.



Legend Views

Everyone has a role to play in building India into a sporting nation, whether it's by supporting young athletes, volunteering at events, or investing in sports infrastructure. Together, we can make a difference and propel India towards sporting excellence.

Yuvraj Singh

2007 ICC World T20 and
2011 Cricket World Cup Winner,
Ex-Indian Cricketer



Building India into a sporting nation requires a collective effort from everyone. We must promote a culture of sports and encourage participation in all sports. By investing in sports infrastructure and providing support to athletes, we can create a nation of champions and push India towards newer and higher sporting greatness.

Harbhajan Singh

2007 ICC World T20 and
2011 Cricket World Cup Winner,
Ex-Indian Cricketer



SPORTS INDUSTRY SPENDS



	2021 (INR Cr)	2021 (USD Mn)	2022 (INR Cr)	2022 (USD Mn)	Growth% 2021 to 2022
Sponsorship	2886	390	5907	748	105%
Endorsement	625	85	749	95	20%
Media Spends	6018	813	7553	956	26%
Total	9530	1288	14209	1799	49%

	2021 (INR Cr)	2021 (USD Mn)	2022 (INR Cr)	2022 (USD Mn)	Growth% 2021 to 2022
Cricket	8411	1137	12115	1534	44%
Emerging Sports	1119	151	2094	265	87%
Total	9530	1288	14209	1799	49%

	%share	
Cricket Share	88%	85%
Emerging Sports Share	12%	15%

2021 2022

Source – GroupM ESP

Dollar rate for 2021 – INR 74 & for 2022 – INR 79

- For the first time, total sports industry spending exceeded INR 14,000 crore.
- The contribution share for emerging sports has increased from 12% to 15%.
- With an 85% market share, cricket rules the roost
- Media spends accounts for 53% of all sports industry spending

Expert Views



Nitin Saini,
Vice President Marketing,
Mondelez International

At Mondelez, we take pride in our sports sponsorships that go beyond mere branding and create emotional connections through compelling content narratives. Through our partnerships with sports teams, athletes and even ground staff, we aim to bring to life the values of generosity and other brand proposition that resonate with our consumers.



Ajay Khanna,
Chief Marketing Officer,
Amway India

Amway Nutrilite's sports sponsorships have been a powerful tool in building brand awareness and engaging with consumers. We have consistently invested in both on-ground and on-air sponsorships because they align with the brand's ethos. Through these partnerships, Amway has been able to establish and effectively communicate the quality and benefit of its products, while also supporting the growth and development of sports at all levels.



Vikram Garga,
Group Head Marketing -
Asia - Pacific, Middle East
and Africa, Apollo Tyres Ltd.

India is one of the youngest populations in the world. With India becoming a nation of many sports' nation with fast emergence of other disciplines like Football, Badminton, Boxing, Golf, Marathon to name a few, it is indeed vital for corporates and brands to build a strategy to engage with the young minds and also encourage them to play sports as an integral part of their lives. Apollo tyres being a Performance brand, is heavily invested in sports with partners like Manchester United, Chennaiyan FC and Sachin Tendulkar. Sponsorships of sports does provide a great platform for brands to engage and build deeper connects with consumers. We ensure we drive engagement, drive right conversations, and connect both online and offline with our consumers to build Share of Heart more than anything else. Access to sport through initiatives like United We Play, Tyres to Turf football pitches and Go The Distance Heroes, ensures we are an integral part of the consumers sport journey. With emergence of technology to create real and immersive experiences with sports, we will find new and different ways to stand out and engage with our consumers.



Sumeli Chatterjee,
Head, Integrated Marketing
Experience at Coca-Cola,
India and Southwest Asia

Sports partnerships are a part of the DNA of our Company, leading to a long-standing history of partnering with sporting events, organisations, and athletes, globally as well as in India. Over decades the Company has seen records being broken, dreams being fulfilled, and rivalries and camaraderie served up in equal parts. We are humbled for being a part of the movement, which brings together sporting talent across the world to represent their nations and create history. Sports at large is a sub-culture in India and a predominant passion point we love to connect with our consumers and add 'Real Magic' to their celebrations. Like ESP we are privileged for being associated with sports and athletes across the spectrum, with our partnerships spanning across International Cricket Council, Indian Premier League (IPL), FIFA, Olympic and Paralympic Games + any others in India.



**Satyam Trivedi,
Head - Adani Sportsline**

At Adani Sportsline we see sports sponsorship from a very different lens. While most sponsorship initiatives are primarily driven as a brand building exercise, sports sponsorships have an added layer of being able to contribute towards the building of India's sports ecosystem. When we decided to sponsor the Indian Olympic contingent we were clear that this is serving a larger purpose towards nation building. We were able to contribute towards athlete welfare and be part of India's Olympic journey. This dual purpose served sports sponsorship is unique to this sector.



**Manasi Narasimhan,
Vice President Marketing and
Communications, Mastercard
South Asia**

Integrating with sports is one of the best ways of connecting with consumers through their passion points. At Mastercard, we go beyond just brand salience to actually bring to life priceless moments for our cardholders. While men's sports have had the limelight, the field is wide open for brands which authentically promote women's sports. Our experience with the women's campaign "Halke mein matt lo" was truly gratifying – we call this a Priceless experience.



**Gaurav Vazirani,
National Director -
New Product & Business,
GroupM ESP**

The Indian sports industry is one of the better performing sectors in the economy with 14% CAGR, driven by a combination of factors such as increased investments, government initiatives, and a growing interest in sports among the general public. Some of the key developments in the Indian sports industry include the establishment of professional leagues such as the Indian Premier League, Pro Kabaddi League and Indian Super League, which have helped to popularize these sports and attract investment. The Indian government has also launched initiatives such as the Khelo India programme, which aims to develop grassroots sports and identify talented athletes at a young age.

Overall, the Indian sports industry is poised for continued growth and development, with a focus on expanding beyond cricket and building a strong sports culture that can support the development of world-class athletes and teams.



**Tushar Malhotra,
Head of Marketing,
Bisleri International Pvt Ltd.**

Hydration is an important driver of any sport and achieving peak human performance. At Bisleri, with over 50 years of heritage in hydrating the nation, we believe in establishing a strong brand connect with sports through multiple associations be it marathons, premier sports franchises or sporting events to advocate a healthy and fit lifestyle for all our consumers.



Double Impact from a sporting ecosystem in full throttle

2022 was a tremendous year for Sponsorships in Indian Sports. We saw the industry stakeholders weave together partnerships as there was an air of sanguinity all around, which resulted in the huge overall upswing that we got to witness. If 2020 saw the industry being brought to a grinding halt by the pandemic, followed by a late recovery to restore a semblance of normalcy, and 2021 witnessed the atmosphere clearing up a bit even as there were phases of sheer despondency, the story of last year was very different. As the 'playing conditions' improved, there were some great performances across sports of different kinds! The Indian Cricket Team scored heavily from a commercial perspective, just like the batter at the other end, the Indian Premier League (IPL).

Football too, saw a major sponsorship upside in 2022 with the quadrennial FIFA World Cup held in Qatar, not surprisingly, providing the extra impetus to the sport. With franchise leagues in emerging sports steering clear of the troubled waters that engulfed them for two years, we had contributions from a wide range of sports disciplines in 2022. The overall result was stupendous; in terms of Sponsorships, we saw a doubling of the revenue that the Sporting Nation recorded in 2021!

In more precise terms, 2022 saw Sponsorship Spends recording a figure of INR 5907 Cr (\$Mn 748) with a growth of 105% over the previous year. This value takes into consideration the revenues in terms of three factors – Ground Sponsorship, Team Sponsorship and Franchise Fee. This is an area that has witnessed strong growths year after year, since the advent of the IPL in 2008. In fact, in the five-year period before the pandemic hit the sporting world (2014 to 2019), we saw a 1.89x upswing, on the back of rising corporate confidence enjoyed by major sports events in the country. This surge was halted by the onset of the Covid-19 outbreak in 2020, leading to major setbacks and a significant drop in Sponsorship Spends. 2021 saw the industry getting back to the path of growth as the environment started improving; still, the year recorded a number that was 14% below that of the pre-pandemic 2019. Hence, it would make sense to take a three-year view of the growth picture, which too



points to a highly impressive level of performance. The numbers reveal that in 2022, the industry recorded a total revenue that was 1.75 times that of the 2019 figures, imputing a CAGR of close to 21% - a very healthy annual growth rate indeed, in spite of all the challenges that came up in that time period. 50% of the total spends in 2022 came as Ground Sponsorship, an amount of INR 2953 Cr (\$Mn 374) which is 69% higher than the previous year's number, while Team Sponsorship accounted for INR 1310 Cr (\$Mn 166) at a 45% YoY growth. The biggest rise, however, came as a result of the humongous growth of 597% in Franchise Fee, which amounted to INR 1644 Cr (\$Mn 208) in comparison with the 2021 figure of INR 236 Cr (\$Mn 32)! Given the commercial scale of cricket events in India, it is inconceivable to imagine this huge upsurge without a major role being played by the No.1

sport in the country, and a closer scrutiny of these numbers will give a clearer picture.

A whopping 75% of the total Sponsorship Spends in 2022 came from cricket, with a total revenue of INR 4403 Cr (\$Mn 557). This alone works out to an incremental value of INR 2191 Cr (\$Mn 277) with a 99% growth over 2021. The Indian Men's Cricket Team played 67 matches across all three formats of the game as against 36 in the previous year, which itself signifies a huge rise in the overall monetization potential for their fixtures.

This includes bilateral series in the red and white ball versions of the game, along with the ICC Test Championship matches, the T20 World Cup as well as the Asia Cup. 2022 might well end up being remembered as a landmark year in the growth saga of the IPL with the addition of two new franchises in the fold, with RP Sanjiv Goenka Group picking up the rights for Lucknow with a winning bid of INR 7090 Cr (\$Mn 897) and CVC Capital Partners grabbing Ahmedabad for INR 5625 Cr (\$Mn 713). With 10 teams in the contest, the league featured a total of 74 matches as per the new format, as against the usual count of 60. Add to this, the onboarding of Tata as the Title Sponsor of the foremost franchise league in India, coupled with more optimized utilization of sponsorable assets, and we saw an exponential jump in the revenues recorded by IPL 2022! For instance, the BCCI monetized the Orange and Purple Caps for the first time, with Saudi Arabian Petroleum and Natural Gas Company Aramco coming in as the sponsor for the same. With technology-driven players RuPay and Swiggy in the equation, we saw a fully sold out list of sponsorship inventories in 2022. Along with the significant impact on Franchise Fee, the addition of two new teams also served the purpose of bolstering the total value of Team Sponsorship, which crossed the landmark of INR 600 Cr (\$Mn 76) for the first time in the history of the T20 blitz. The IPL thus contributed the biggest share to the total

Sponsorship Spends with a figure of INR 2953 Cr (\$Mn 374), truly hitting it out of the park for a maximum!

The IPL was not the only major cricket property that had an association last year with Aramco; in fact the Saudi Arabian firm had signed up as a Global Partner for ICC events, signifying their clear interest in markets where the sport is popular, of which India represents a significant part. In other cricket-related news, the Asia Cup was held successfully with the Dubai-based logistics firm DP World coming as the Title Sponsor. Beverages major Diageo and travel platform Ease My Trip were the Co-Sponsors for the competition while the other Official Sponsors were Dream 11, State Bank of India, Hettich, Skoda and Hero. While the Covid scourge had created hurdles in the journeys of the various domestic short format leagues in India, 2022 marked a good year for these competitions, leaving those uncertainties behind them. Events like the Tamil Nadu Premier League, Maharaja Trophy T20 (which was earlier known as the Karnataka Premier League), and the Jharkhand Premier League were very much a part of the equation this year, and contributed to the overall cricket score card. Cricket leagues in other nations are increasingly becoming familiar hunting grounds for Indian brands, with many of them continuing their investments in these events. While Australia's Big Bash League

had Dream 11 and BKT Tires in their list of sponsors, Kiwi event Super Smash saw Dream 11 as the Title Sponsor. Hero continued to hold the Title Rights at the Caribbean Premier League (CPL), even as Dream 11 was also a sponsor at the event; with the fantasy sports platform completing a veritable Grand Slam of sponsorship rights in overseas cricket leagues by being part of England's The 100 as well! In the Emirates, at the Abu Dhabi T10, Indian brands were not far away from the action- with the Vimal pan-masala and digital collectibles platform Rario joining the action in the desert.

While cricket sponsorship was riding a growth wave in India in 2022, the other sports too saw significant levels of upsurge, proving clearly that the path to growth has seen participation all across the sports sector. Emerging Sports had shrunk considerably in the past two years from the pre-Covid high of INR 948 Cr (\$Mn 135), but what we witnessed in 2022 was a resounding comeback with an overall revenue of INR 1503 Cr (\$Mn 190), which in YoY terms represents an incremental value of INR 829 Cr (\$Mn 104). In the year of the FIFA World Cup, Football did put up an excellent show, and there was considerable Sponsorship upside from the sport indeed. Reaffirming the bullishness in the growing following for world football in India, EdTech platform Byju's tied up with FIFA 2022, the biggest show on earth.

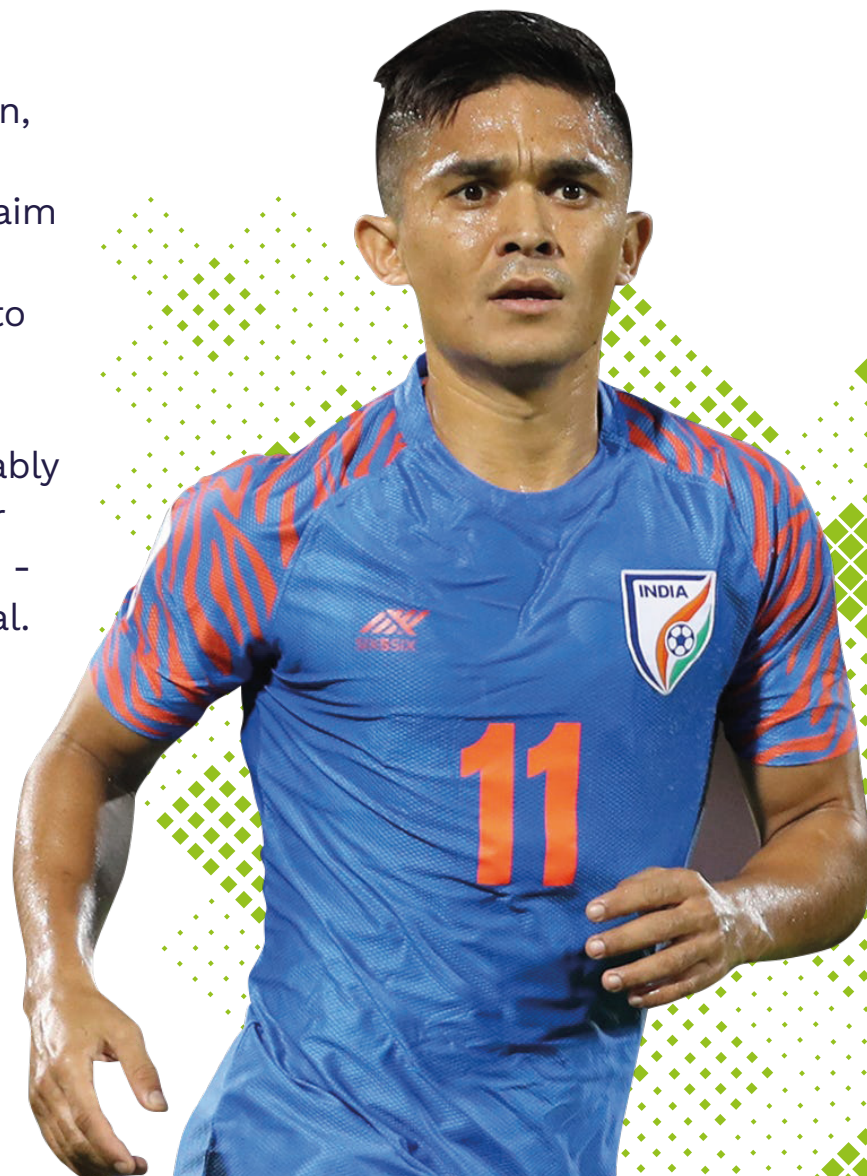
Closer home, the growth story of the Indian Super League (ISL) remained unabated with Hero Moto Corp continuing their association as the Title Sponsor, while 1xBat was the Associate Sponsor for the nation's premier football competition. The Official Partners of the football festival were KFC, Limca Sports, Nivia, Dream 11, Jindal Panthers, and Virtua. In moves that were symbolic of the growing confidence shown by Indian brands in European football, Apollo Tyres continued their drive with the immensely

popular Manchester United Club, while Sports Tourism brand Dream Set Go stayed on in their fascinating trip with Chelsea and Manchester City. As goals were scored and skills were on display in the sponsorship space, it is evident that the trust bestowed by Indian business houses in world football further reinforces the potential that the Indian fans of the world's favourite team sport represent!

2022 saw the successful return of many franchise leagues in

India, starting with Kabaddi. The Pro Kabaddi League (PKL) made more than one raid in 2022, with the 2021-'22 season happening first followed by the 2022 edition, doubling the joy for the fans. While Vivo continued to be the Title Sponsor, Dream 11 and A23 were the Associate Sponsors, and were joined by Pari Match News, Ultratech and Jindal Panthers who played the role of the other Official Partners. While the pandemic caused some setback for a participative sport like Marathon, 2022 saw an emphatic return of the long runs.

As football fever enshrouded the nation, the brand that legitimately stakes claim to being the taste of India, Amul, decided to become the Regional Partner of the World Cup teams with arguably the two most popular athletes in the planet - Argentina and Portugal.





All the major events in India, like Delhi Half Marathon, Mumbai Marathon, Bangalore 10k and Kolkata 25k were successful and lifted the spirits of all involved. The Tata Group played a pivotal part in sponsoring these events with Tata and TCS becoming Joint Title Sponsors at the Mumbai Event, while TCS and Tata Steel played the same role in the Bangalore and Kolkata runs respectively. In the event hosted by the National Capital, the Title Rights were taken by Vedanta, the natural resources conglomerate. Also picking up momentum in 2022 was Golf with many PGTI events being played out; the Women's Indian Open was held successfully even as the Men's event missed out on the action. In Hockey, a sport that once represented the pride of Indians, we saw action in the FIH event, and continuing their support for the game were the Odisha Government, Hero and Dream 11. Making its debut in 2022 was the Ultimate Kho Kho with six franchisees coming on board, viz. Adani, GMR, Capri Global, KLO Sports, Odisha Government and musician Badshah (along with businessman Punit Balan). Last year saw Birmingham hosting the Commonwealth Games and the following Indian brands were part of the event through their IOA Sponsorships- Reliance Foundation, JSW, Adani, Herbalife, Manyavar, Amul, Inox, Borosil, Adidas and Sports for All. Also making a successful return after being laid low by the pandemic were the Maharashtra Open Tennis Tournament, and

the Prime Volleyball League. By and large, if you are looking purely from the lens of emerging sports, the mood was most definitely upbeat after couple of years of ambivalence.

At an overall level, Sports Sponsorship in India saw an amazing rise in revenue, bearing testimony to the increasing confidence demonstrated in sports properties by brands and businesses. In highly popular competitions, especially in cricket, we saw the growths by way of the event itself expanding in terms of number of teams and matches, as well as through the rate revisions that happen as a consequence of the increasing levels of viewership and public attention, leading to exponential effect in industry growth figures! This is indicative of the fact that even in sports which are ahead in the commercialization curve in India, the growth potential continues to be immense. At the other end of the spectrum, Emerging Sports delivered highly impressive figures, as many events marked their return to action on the field after the Covid-imposed hiatus. In a team sport, if your win comes as a result of meaningful contributions from all your players, then the victory becomes even more sweet; this is exactly what happened with Sports Sponsorship in 2022.

SPORTS SPONSORSHIP SPENDS



	2021 (INR Cr)	2021 (USD Mn)	2022 (INR Cr)	2022 (USD Mn)	Growth% 2021 to 2022
Ground Sponsorship	1748	236	2953	374	69%
Team Sponsorship	902	122	1310	166	45%
Franchisee Fee	236	32	1644	208	597%
Total	2886	390	5907	748	105%



	2021 (INR Cr)	2021 (USD Mn)	2022 (INR Cr)	2022 (USD Mn)	Growth% 2021 to 2022
Cricket	2212	299	4403	557	99%
Emerging Sports	674	91	1503	190	123%
Total	2886	390	5907	748	105%

%share

Cricket Share	77%	2021	75%	2022
Emerging Sports Share	23%		25%	

Source – GroupM ESP

Dollar rate for 2021 – INR 74 & for 2022 – INR 79

- Sports sponsorship spending on the ground, team, and franchise has doubled
- Spending on cricket outpaced 2021's total sponsorship spends
- After a long hiatus due to the pandemic, emerging sports saw a staggering growth of 123% as Kabaddi, Marathons, and golf all resumed

LEAGUES TV & DIGITAL DATA



	TV Reach	TV Ratings (Avg)	Social Conversations	Search Volumes	Facebook	Twitter	Instagram
Indian Premier League	3,60,000	4.2	16,200	7,12,000	22,000	8,200	7,900
Indian Super League	84,000	0.3	1,200	16,000	4,500	838	1,600
Pro Kabbadi League	2,22,000	0.7	1,000	1,600	1,600	353	785



Source – GroupM ESP

Source for TV Reach & Ratings –BARC, TG – 2+, ALL NCCS, All India

*ISL data is till December 2022

All numbers are in Thousands except TV Ratings

TEAMS TV & DIGITAL DATA

IPL Franchise	TV Reach	TV Ratings (Avg)	Social Conversations	Search Volumes	Facebook	Twitter	Instagram
Chennai Super Kings	2,59,000	4.83	7,900	30,800	13,100	9,300	10,700
Mumbai Indians	2,40,000	4.38	3,800	16,000	13,700	7,900	10,800
Royal Challengers Bangalore	2,62,000	4.78	6,000	47,000	9,900	6,400	9,600
Kolkata Knight Riders	2,38,000	4.15	3,200	23,600	16,800	5,100	3,400
Sunrisers Hyderabad	2,20,000	3.61	4,700	24,800	6,200	3,100	2,900
Punjab Kings	2,40,000	3.97	1,200	3,700	8,600	2,900	2,700
Delhi Capitals	2,32,000	3.80	960	10,700	8,100	2,400	3,300
Rajasthan Royals	2,50,000	4.37	2,300	7,200	5,000	2,500	3,700
Gujarat Titans	2,48,000	4.22	1,200	4,400	604	398	1,800
Lucknow Super Giants	2,37,000	4.05	598	684	292	654	1,300

ISL Franchise	TV Reach	TV Ratings (Avg)	Social Conversations	Search Volumes	Facebook	Twitter	Instagram
Kerala Blasters FC	32,000	0.57	613	12,000	1,200	1,900	3,300
Bengaluru FC	34,000	0.30	171	1,200	419	307	408
Chennaiyin FC	32,000	0.28	213	5,200	474	879	371
ATK Mohun Bagan	39,000	0.46	143	4,200	1,200	511	507
FC Goa	38,000	0.31	126	7,000	475	356	410
Hyderabad FC	28,000	0.26	258	6,800	95	31	205
Mumbai City FC	37,000	0.30	115	1,700	613	200	278
Odisha FC	32,000	0.30	116	578	37	30	100
NorthEast United FC	31,000	0.29	63	763	381	430	221
Jamshedpur FC	29,000	0.23	101	600	154	42	176
SC East Bengal	37,000	0.43	66	6,700	1,200	270	142

PKL Franchise	TV Reach	TV Ratings (Avg)	Social Conversations	Search Volumes	Facebook	Twitter	Instagram
Patna Pirates	1,00,000	0.57	61	5,400	649	591	294
U Mumba	1,02,000	0.63	61	3,900	982	141	266
Jaipur Pink Panthers	1,09,000	0.63	68	4,900	730	144	264
Bengaluru Bulls	1,19,000	0.77	193	11,000	1,000	200	557
Telugu Titans	1,05,000	0.69	82	3,300	477	157	167
Tamil Thalaivas	1,15,000	0.73	222	6,200	355	94	310
Gujarat Giants	1,00,000	0.62	84	2,400	404	42	179
Bengal Warriors	96,000	0.59	35	2,700	693	91	168
Puneri Paltan	1,16,000	0.69	58	4,500	841	120	276
Dabang Delhi K.C.	1,09,000	0.69	61	3,400	920	75	167
UP Yoddha	1,01,000	0.67	47	6,300	381	42	230
Haryana Steelers	93,000	0.57	39	2,500	375	38	147

Source – GroupM ESP

*ISL data is till December 2022

Source for TV Reach & Ratings –
BARC, TG – 2+, ALL NCCS, All India

All numbers are in Thousands except TV Ratings

Expert Views



Subhamoy Das,
National Director, GroupM ESP

Advertising is a way to showcase your brand to the world, but sponsorship is a way to connect with your customers on a deeper level. While advertising shows your customers who you are, sponsorship demonstrates what you have in common with them, and that is the key to building long-lasting relationships.



Tenzing Niyogi,
Chief Executive Officer,
Ultimate Kho Kho

In its new commercial friendly game format, Ultimate Kho Kho captured the imagination of new age advertisers who were looking to encash a greenfield property with Kho Kho's massive fan base. As emerging sports league rights holders, it is imperative to curate souped-up content with overall media mix & activation in-routes in a way which engages and connects with both the fan's aspiration journey and generates clutter-free inroads for brand messaging.



Satish Menon,
Chief Executive Officer,
Punjab Kings

IPL sponsorship has always commanded a premium given its reach and supply. Having said that marketing jersey sponsorships in IPL is very different from any other. The challenge is not as much in finding the sponsor but in getting the right price and fit. The sponsor by virtue of his/her presence on the team jersey becomes an integral part of the IPL eco system. In a classic marketing mode, s/he markets the brand that is the team and its attributes through its amplification exercise. So, budgets become important as s/he has to literally spend at least 3X the amount in amplification to derive full value. In the process the collaborated marketing gives the team a huge boost and salience. Most marketers have perfected this art that helps the team immensely. It is eventually a television play so the exposure on television takes a new dimension with the sponsor's amplification and thus has a double whammy effect. The amplification exercise helps the brand remain relevant for a much longer period as opposed to any other as the campaign gets directly linked to the IPL story and the players in focus.



Parth Joshi,
Chief Marketing Officer,
BharatPe

In India, cricket and movies are the two predominant sources of entertainment with a massive and enthusiastic following. Cricket still remains more a religion and less a sport in India with a massive fan following across different formats. As sponsors of the ICC world cup, we have seen great results in our advertising efforts. Cricket advertising helps build reach among mass audiences rapidly and sponsorships help build a brand, especially for young brands. It is important to note that success in this area does not always translate directly into immediate business outcomes. Careful and effective evaluation and planning are required to ensure that these partnerships deliver ROI as they tend to come at a significant cost envelope.



**Ashish Mishra,
EVP Marketing, ACKO**

Sports and especially live sports can provide access to large scale audiences for brands at a comparatively low cost. But you need to ensure that you select the right sport, team and player. In India, Cricket still continues to be the dominant sport but we have also enjoyed large scale awareness through EPL and Formula 1. One important point that I feel most brands miss is that if you add on-ground activation in addition to advertising, then you can extract better mileage for your brand. We have seen this with our CFC sponsorship, in which ACKO is the most recalled brand by the fans of CFC.



**Rajeeth Pillai,
Chief – Relationship
Management and Marketing,
National Payments
Corporation of India**

Sports sponsorship is continuously evolving and provides brands with access to an exceptionally vast, engaged audience, with a wide variety in viewership demographics. Popular sports such as Cricket, Football, Kabbadi, and Volleyball have significant sponsorship potential, with events such as the IPL being prime examples. Brands that sponsor sports events can benefit from increased brand awareness, a positive brand imagery and gain access to a mass audience that is both global and loyal. Careful selection of the sport, team, and player can ensure maximum impact. Additionally, on-ground activation can lead to greater brand recognition.



**Swamy Ayyappan,
National Head - Marketing &
Franchisee Operations,
Monginis Foods Pvt. Ltd.**

Sports sponsorship is worthwhile for brands because of the massive audience they are going to reach, resulting in a correlatively high ROI. Sports like Cricket, Football, Kabbadi and Hockey have huge fan followings and sponsorship potential. It's no wonder that big sporting events like IPL, ISL are extremely popular and have gained massive worldwide following. Some of the key benefits which we were able to leverage with our sports association were: Rise in Brand awareness of the company, Promotes a positive and healthy image of the company by linking it with a popular sporting event and Increases insales & revenue through increased media exposure.



Fortune favours the winners as athletes leverage their influence

India is a nation that loves its superstars, be it in sports, or the world of entertainment, or any other facet of life that connects with the collective consciousness of our people. When our athletes do well on the world stage, they make the Indian fan proud and we shower them with love, and hence fame and stardom follows our champion performers. Modern media has contributed significantly to this aspect by bringing their thrilling victories to our television sets and handheld devices.

Consequently, they gain a certain level of influence over us, with the status of celebrities being conferred on them, and when they endorse brands across a wide gamut of product categories, the message carries significant weight too. Our cricket fans are highly passionate and hold strong opinions while cutting across demographic and geographic segments, and therefore, it is not a matter of surprise that the sport has given us some of the most popular names in the country. In terms of brand endorsements, cricket stars have been leading from the front in the past decade, with the highest revenue levels too, and the story of 2022 doesn't spring any googly either. However, an incredibly heartening takeaway from the endorsement data is that we have seen a big gain in overall value from emerging sports too.

A close look at the past decade's data will reveal that endorsement values have, by and large, been growing consistently. This is proof of the increasing power that celebrity athletes wield when it comes to shaping public opinion in our country.



Even in 2020 when the Corona pandemic caused considerable decline in levels of sporting activity, leading to degrowths all across, our favourite sporting heroes had stayed in touch with us, through the power of digital and social media. In fact, athlete endorsement was the only area which recorded a gain that year! While the growth story continued in the succeeding year too, what transpired in 2022 was even better! The total revenue from Athlete Endorsements last year was an amount of INR 749 Cr (\$Mn 95) that came from 505 different deals across sports!

This is the result of an increment of 20% over the previous year, which was remarkable if we take into consideration the fact that this was the highest growth rate recorded in a calendar year since 2018! Unlike sponsorship figures that can fluctuate significantly year on year owing to variables like number of matches, presence of major quadrennial events, and other such factors, endorsement revenue follows a relatively more stable trend. If we zoom out to a five-year perspective, we will realize that we have scaled to 1.9 times the value we recorded in 2017!

While cricket's preponderance is undeniable, it behoves us to dig deeper into the numbers to understand more about how our stars have created value for themselves by associating with brands.

The total endorsement value involving cricketers in 2022 added up to INR 637 Cr (\$Mn 81), which is 85% of all sports, coming at a growth of 18% over 2021. As many as 381 deals involved cricket players, which works out to three-fourth of the total count. So, with 75% of all deals delivering a higher share of value, the premium commanded by the famous Indian cricketers is evident. In fact, the average deal value involving cricketers is 1.8 times that of athletes from emerging sports! Talking of specific individuals in the team sport, recent years have seen Virat Kohli dominating the brand endorsement space in Indian sports, building a substantial lead over the others, in terms of earnings. He may have given up captaincy duties for the nation and franchise, but 'King Kohli' continues to be at the top of the endorsement leader board. He is followed by the person from whom he took over the stewardship of Team India, MS Dhoni, and then by the one he handed over the baton to, Rohit Sharma. All three of them are currently throwing their weight



behind more than thirty brands each- while Virat added 3 new brands to his portfolio, 'Captain Cool' picked up 5, while the 'Hitman' got 8 new endorsement deals in 2022. Other Team India stars like Hardik Pandya, Jasprit Bumrah, KL Rahul and Shikhar Dhawan are also among the big scorers in the endorsement space, be it in terms of overall revenue, or with respect to acquisition of new brands too. Cricketers with a more recent ascendancy to the world of stardom, like Surya Kumar Yadav, Rishabh Pant and Shreyas Iyer, can be considered to be the new favourites of brands and they are expected to score at a brisk rate in near future. Among women, Harmanpreet Kaur, Mithali Raj and Smriti Mandhana were the leaders, and with the rollout of the franchise format in

India, the leading players on the distaff side are expected to pick up pace in the endorsement arena. The popularity of cricketers in India is such that the connect they enjoy with the fans is something that goes beyond the short-term hits and misses that they face on the field, which stands them in good stead when it comes to gaining credibility with the masses.

2022 was a year that gave us some amazing moments to savour in Emerging Sports; in the area of brand endorsements too there was a definitive upward trend. There were 124 deals in sports other than cricket, delivering a total value of INR 112 Cr (\$Mn 14). This accounts for 15% of the total revenue across all sports, including cricket. With a growth rate of 30% over 2021,

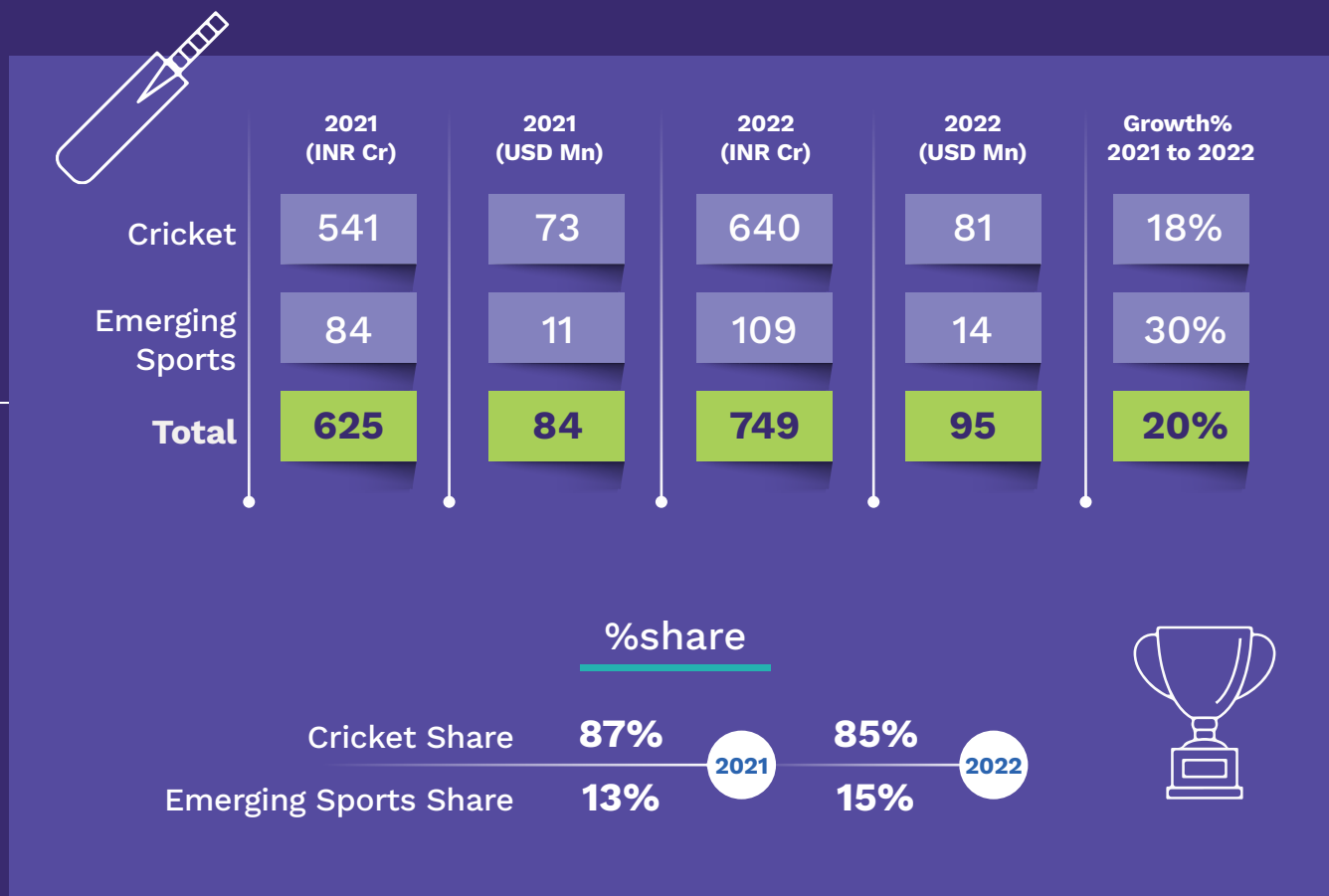
Emerging Sports outdid the No. 1 sport on YoY terms, which can in fact be viewed as a correction of sorts if we consider how the relative shares between cricket and other sports varied since the onset of the pandemic. In 2019, Emerging Sports had contributed to 15% of total endorsement value, which had slipped down in the past couple of years, even to single digit shares at one point in time, before bouncing back to earlier levels in 2022! With 12 brands under his belt, Neeraj Chopra had the longest throw among non-cricketers, while PV Sindhu smashed harder than any other female athlete from India, with 11 brands in her portfolio! In a major deal that contributed significantly towards the overall performance of non-cricketing sports, EdTech Brand Byju's scored a brilliant goal by roping in football icon Lionel Messi as a Global Brand Ambassador!

Cricketers continued to dominate the market with the 22 yard sport playing a pivotal role in taking the industry forward in the past decade. The famous Indian victories crafted by our favourite cricketers have endeared them to the public, reinforcing the faith that brands have shown in them by integrating these stars into their marketing mix. While the lead sport continues to score freely at the wicket with aplomb, recent years have seen a marked improvement in our performance in different sports disciplines, at global and regional events. 2022 was a very fruitful year for us, with a tremendous showing at the Commonwealth Games which had very proud moments for all of us. In addition, we also had really satisfying victories across a wide spectrum of disciplines like Track & Field, Boxing,

Shooting and Wrestling, among others. For our athletes, success on the field begets success from a commercial perspective too, as has been evinced through the inspirational stories of our cricketers and others who represented the nation with distinction, winning accolades at a global level. These amazing winning moments of 2022 should serve as a leading indicator of things to come in terms of endorsements; and these wonderful athletes will hold sway when it comes to being able to inspire a generation. Their exploits as well as the place of pride they hold in the minds of the people, will certainly contribute significantly to the cause of adding a fillip to the sporting culture in India.



SPORTS CELEBRITY ENDORSEMENT


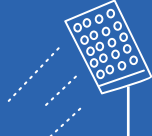


Source – GroupM ESP



Dollar rate for 2021 – INR 74 & for 2022 – INR 79

- Spending on sports celebrity endorsements has increased by INR 124 crore, representing a 20% increase.
- A total of 505 brand endorsement deals have happened, with cricketers accounting for 381 endorsement deals and 85% of total brand endorsement value.
- The top athletes in Sports Celebrity Brand Endorsement are Virat Kohli, MS Dhoni, Rohit Sharma, Sachin Tendulkar, Neeraj Chopra, and PV Sindhu.

ATHLETES DIGITAL DATA

Athletes	Category	Social Conversations	Search Volumes	Facebook	Twitter	Instagram
Virat Kohli	Cricket	18,000	69,700	50,000	53,300	2,33,000
M S Dhoni	Cricket	5,700	23,900	27,000	8,500	40,300
Rohit Sharma	Cricket	7,800	25,000	20,000	21,500	26,500
Sachin Tendulkar	Cricket	2,200	18,200	38,000	38,300	38,200
Hardik Pandya	Cricket	2,200	16,600	12,000	8,700	24,600
Jasprit Bumrah	Cricket	1,300	6,000	9,300	5,200	10,100
Shubman Gill	Cricket	607	7,200	2,400	879	2,700
Rishabh Pant	Cricket	3,100	19,300	5,500	3,800	7,400
Surya Kumar Yadav	Cricket	2,300	15,900	115	2,200	6,500
KL Rahul	Cricket	1,300	14,300	10,000	7,600	13,400
Shreyas Iyer	Cricket	1,300	9,300	2,700	2,100	6,700
Mithali Raj	Cricket	446	6,000	4,400	974	1,700
Harmanpreet Kaur	Cricket	350	2,200	2,800	463	1,700
Smriti Mandhana	Cricket	430	7,100	6,900	933	7,000
Shafali Verma	Cricket	120	1,100	25	81	304

Athletes	Category	Social Conversations	Search Volumes	Facebook	Twitter	Instagram
Neeraj Chopra	Athletics	999	5,000	919	892	6,200
P V Sindhu	Badminton	623	3,200	3,000	3,100	3,500
Sunil Chhetri	Football	144	3,500	1,600	1,700	4,000
Saina Nehwal	Badminton	236	2,400	8,100	8,400	1,500
Sania Mirza	Tennis	260	5,600	16,000	9,100	10,900
Hima Das	Athletics	84	1,100	2,000	458	411
Sakshi Malik	Wrestling	111	1,100	822	540	193
Mary Kom	Boxing	77	3,100	350	1,400	537
Mirabai Chanu	Weightlifting	541	1,700	312	432	911
Lovlina Borgohain	Boxing	68	462	126	126	200

Source – GroupM ESP

All numbers are in Thousands



Expert Views



Siddharth Bansal,
Director, Skipper Pipes

We are thrilled to have not one but two renowned Cricketers - MS Dhoni and Chris Gayle on board as our brand ambassadors to help us raise awareness about safe potable water. For Indians, MS Dhoni is not just a cricketing icon but also an embodiment of values such as trust, reliability, and resilience, which perfectly align with the values of Skipper Pipes. Our key strategy has been to blend our name "Skipper" and his image of being India's leading Skipper together, which will amplify the brand's remembrance among our key target audience. We seek to tap MS Dhoni's popularity and influence to help spread awareness about the importance of using 100% Lead Free Polymer Pipes in our homes. With Chris Gayle's immense popularity our video commercial induces a fun and engaging way to educate people about the dangers of using ordinary pipes that might cause water contamination.



Utsav Malhotra,
Chief Operating Officer,
Noise

As a leader in the smart wearables space, championing fitness and active lifestyle-sport is clearly the most befitting marketing bet for us. Stars like Virat Kohli, Rishabh Pant and Rohit Sharma have enabled us connect with the youth with strong affinity for sport and helped reach our audiences and land the brand message more effectively. Clearly it's been a well thought out strategy that has worked for us to engage with our consumers.



Swaminathan Sankar,
Midas

Athletes have the ability to inspire masses like few others do - hence, it is no surprise that brands constantly want to use them to communicate their values. The Indian landscape for sports endorsements is evolving with progressive optimism every year where we will start to see brands welcoming women athletes & athletes from a variety of sports to join hands with them.



Geeta Vatnani,
Business Director,
GroupM ESP

The sports endorsement market in India is projected to explode and this will only grow in the coming years, driven by the increasing interest of brands in using sports as a platform for their marketing and communication strategies. Sports celebrities have a unique ability to transcend geographical and cultural boundaries, making them highly sought-after brand ambassadors with a pan-India appeal. Their popularity and influence cut across markets, making them an attractive proposition for brands looking to reach a wider audience.

T V scores heavily on a good wicket while digital accelerates big time

In a year that saw significant upside in sponsorship and endorsement, it is but natural to expect a commensurable growth in advertising spends by brands, on sports media. There were thrilling moments on the field in 2022 for the Indian fans across a wide range of sports, and many of them held the audience enraptured on visual media. The lead batter in terms of spectator pull, of course, was cricket, which had a calendar that was in harmony with the ways of working of the media industry's interface with the sports world.





While Television was, by a huge margin, the most impactful media vehicle when it came to taking brand stories to the people, we must be cognizant of the fact that the impact of technology on fan experience has been more pronounced than ever before in sports history, and the patterns that emerged in 2022 further reinforced these long-term trends. The growth in ad expenses is an incontrovertible indication of the rising clout of sports as an industry, as brands across a variety of product categories continue to look at this sector as the ideal opportunity to build connect with their target audience, with the scale and reach of some of the biggest sports competitions in India serving as the ideal platform for them to gain competitive advantage.

If we take a historical perspective of the interplay between sports and media in different nations of the world, it will become apparent that the adoption of visual media, starting with traditional TV, plays a pivotal role in the commercialization of sports. As media enables people by giving them access to the on-field action from the comfort of their homes, or even 'on the go' these days, there is a large-scale movement in the direction of greater understanding, acceptance, and passionate following of sports. While India might have lagged some of the most developed nations of the world in the early days of TV in the country, we are now catching up with them, in this modern inter-connected world. The past decade and a half have seen the emergence of the

franchise format in Indian sports with cricket leading the way. The media reach of sports is such that the advertising on matches and other related programmes has now become an integral part of communication schedules of brands, and in the overall industry data under consideration here, ad expenses form the biggest component. 2022 saw media spends reach an amount of INR 7553 Cr (\$Mn 956), by recording a growth of 26% over the previous year. This accounts for 53% of the total industry revenue, with sponsorships and endorsements delivering the rest. This figure is dominated by live sports, as brands from different sectors in the industry jostled for the attention of large sections of viewers who wouldn't want to miss any part of the action.

While the traditional advertisers, like the blue-chip FMCG brands continued to make their presence felt, there was a clear juggernaut from new-age sectors like FinTech, EdTech and Gaming, which were to a huge extent instrumental in driving the values for the year 2022.

Like in the case with sponsorships and endorsements, cricket has been the prime mover here over the years, and in 2022 also, played the captain's knock to perfection! The reach of live cricket action on media is of such a scale that the gap between the advertising rates it commands, and of other sports, is huge, with one sport alone contributing to a towering 94% of all ad expenses incurred last year- this being a share that is higher than what we saw with sponsorships and endorsements. This works out to an advertising expenditure of INR 7072 (\$Mn 895), at a YoY growth rate of 25%.

What this implies is that in absolute numbers, cricket alone added an amount of INR 1415 Cr (\$Mn 179) over previous year.

Contributing in a big way here were the batters at both ends of the wicket, Team India and the Indian Premier League (IPL). While the national men's team had a much busier year compared to 2021, with the prestigious ICC World T20, the Asia Cup and a good number of bilateral events, the franchise-based T20 carnival saw the addition of two more teams into the equation, providing an added impetus to the media

schedules with even more leveraging opportunities for brands.

India's favourite team sport has indeed built a powerful ecosystem with media houses, advertisers and of course, the large number of passionate fans we have in the country! With cricket amassing runs in a Bradmanesque manner, the balance 6% of the total came from Emerging Sports- an amount of INR 481 Cr (\$Mn 61) at an increment of 33% over 2021. A major contributor to this was Football, in the year of the FIFA World Cup, as brands in their endeavour to dribble past competition, saw the quadrennial spectacle in Qatar as just the right opportunity to reach out to their consumers.

In a highly populated country like ours, with all the regional diversities we have, TV continues to be the most effective medium when it comes to giving the necessary width and depth to brand campaigns, at optimal budgets too. It is also the route through which our large masses of fans watch their favourite sporting heroes in action, and therefore, it comes as no surprise that in sports media advertising, TV stands on a pedestal, with a contribution of 73%, including Cricket and all Emerging Sports, imputing an aggregate amount of INR 5506 Cr (\$Mn 697), at a growth of 9% over 2021. While TV stands tall, digital medium is catching up fast in sports as well as other facets of life. Recent years have seen rapid adoption of OTT medium in Indian households, to such a point that we are at the cusp of a digital mainstreaming



in sports broadcasting. With the ever-evolving technological landscape in the backdrop, digital medium has been growing at an express pace now, and in 2022, we saw a gargantuan YoY growth of 112%, by accumulating an ad revenue of INR 2045 Cr (\$Mn 259)! It contributed to 27% of all media spends in 2022; the corresponding number just one year back was just 16%! While the confluence of cricket and TV is the sweet spot for marketing behemoths, we can also observe a greater propensity in advertisers to experiment with involvement in online streaming of Emerging Sports where they can operate with lower ticket sizes. If we look at cricket's contribution across types of media, we can see that it accounts for 95% on TV, and 90% on Digital Medium! In view of the evolving consumer preferences, and the onrush of tech-driven shifts, we can expect OTT to drive a digital groundswell in sports media advertising sooner than later.

With the market share of Smart TVs likely to rise fast, we can expect an increasing number of fans to watch live sports on a connected television set (CTV) in future. Consumers seek convenience, and the benefits of OTT should in due course of time, start working against the inertia of change as well. For instance, instead of getting attuned to the television schedules of our favourite entertainment programmes, we can now use the power of technology to watch the same

shows whenever it suits us. However, in the case of live sports, appointment viewing works very well, for we need to watch it when it is being played, and this would make these properties even more valuable. While we have this consumer shift on one hand, digital medium offers certain advertiser benefits too, on the other. With greater control over user statistics, advertisers on sports programmes on OTT medium can target certain segments of consumers, like people watching from specific markets, or fans who are using a particular device type (like a TV instead of a mobile), using a host of criteria which can be relevant and has the potential to add to the sharpness of the profile of the audience that will be exposed to the communication. For these reasons, we can expect digital medium to reduce the gap with TV in the long run; still we need to recognize that there is considerable distance to cover before that becomes a reality.

While the digital revolution will certainly play a bigger role in the future, traditional TV is performing a monumental role today, and will need to keep doing so.



SPORTS MEDIA SPENDS



	2021 (INR Cr)	2021 (USD Mn)	2022 (INR Cr)	2022 (USD Mn)	Growth% 2021 to 2022
TV	5051	683	5506	697	9%
Print	2	-	2	-	-
Digital	965	130	2045	259	112%
Total	6018	813	7553	956	26%

	2021 (INR Cr)	2021 (USD Mn)	2022 (INR Cr)	2022 (USD Mn)	Growth% 2021 to 2022
Cricket	5657	764	7072	895	25%
Emerging Sports	361	49	481	61	33%
Total	6018	813	7553	956	26%

%share

Cricket Share	94%	2021	94%	2022
Emerging Sports Share	6%	2021	6%	2022



Source – GroupM ESP

Dollar rate for 2021 – INR 74 & for 2022 – INR 79

- Cricket continues to dominate the sports AdEx, accounting for 95% of all sports on TV and 90% of all sports on digital
- In 2022, digital experienced a huge growth as all key properties performed well: IPL, World Cup, and FIFA World Cup
- Edtech, Fintech, Gaming supported by FMCG brands drove Sports AdEx in 2022

Expert Views



Rahul Johri,
President – Business,
ZEE Entertainment
Enterprises Ltd.

Live sports on television would continue to attract an unparalleled value and a robust growth opportunity in India. The mass engagement and excitement associated with the action of live sports, especially cricket, is best enjoyed when viewed together as a community on the large TV screen. The inherent strength of sports on television to deliver higher pan-India reach, ad efficiency and impact is absolutely distinct and will attract large advertising investments. Sports streaming on digital platforms would also witness dramatic growth and will be an incremental advantage. Going forward, the right balance between the level of investments and value generation capacity across mediums will make the sports business an even more compelling opportunity for all stakeholders in the value chain.



Anil Jayaraj,
Chief Executive Officer,
Viacom18 Sports

Sports as a genre is unique in how it aggregates audiences and gets unmatched attention of viewers. Over the last few years, the sports genre as a percentage of AdEx has been continuously increasing, especially digital. This is a reflection of the growing sports culture where heroes have emerged from various sports and across gender. Our endeavour is to further fuel this passion by providing sports fans unmatched access to world-class content on their devices which eventually becomes a great opportunity for brands to build scale across the 700mn+ internet users.



Sai Narayan,
Chief Marketing Officer,
Policybazaar.com

I think as advertisers, our primary job is to make our brand relatable to our audience. In a country like India, what better way to do that than through sports? Men as well as women in our country are doing extremely well in sports. In fact, we have seen a record hike in our traffic when we have invested in cricket – be it men's cricket or women's cricket. Our investment in sports has always helped us reach out to a newer audience and helped us in building the brand. It's safe to say, we will continue investing in sports.



**Gunnidhi Singh Sareen,
VP of Marketing, Head Digital
Works Pvt Ltd.**

Sporting events of different kinds, be it football or cricket, are an emotion in our country more than just forms of sports. In the last decade, I've seen this excitement among viewers and sports enthusiasts only increase. We are thrilled to partner with various events year on year, capturing the attention of millions of fans across the country. As pioneers of online skill-based gaming in India, we recognize the importance of connecting with our target audience, who are passionate about games of skill. By aligning our brand with such events, we can tap into the excitement and enthusiasm of fans, and increase the relevance of our message to our existing and prospective customers. We are confident that these partnerships with various categories of sports, will continue to help us enhance our brand awareness and engagement.



**Mukesh Jain,
Joint Vice President –
Marketing, Havells**

At Havells, sports media spends have been a vital component of Havells' comprehensive marketing approach. By partnering with leading cricket events both on-ground & on-air, we have been able to connect with our consumers and showcase our line of products. These investments have facilitated the establishment of enduring partnerships with our associates, our consumers, extending our global reach, and enhancing brand recognition.



**Ameya Velankar,
Head of Marketing,
Uber India South Asia**

Sports have captured the imagination of young Indians. It's a genre that is being used to good effect to capture attention as well as share of mind. At Uber, we have seen positive gains from being present on platforms with live sports telecasts both on top of the funnel & long term business.

Looking back, looking forward



For over a decade, the Indian Sports Industry had been gaining such levels of momentum that the juggernaut looked unstoppable even in the face of fluctuations in the general business climate. In fact, it took a Black Swan event like the pandemic, to create situations that threatened to derail the ecosystem. The industry responded emphatically to the challenges thrown at it, and in two years we bounced back with renewed vigour, and the afflictions caused by the pandemic looked like a thing of the past.

While 2020 saw the industry in a phase of crisis management to keep the events going, and the next year set the stage for a return to an air of positivity, what we saw in 2022 was a disproportionate uptrend, which in numerical terms, implied that we have covered up for some of the speed that was compromised in the meantime. That the INR 10000 Cr (\$Mn 1266) peak would be scaled in the year was never in doubt, but the way in which it was achieved was impactful, and the positivity was ubiquitous. Sports Sponsorship saw significant growth and provided maximum incremental value, while Endorsement and Media Spends also played key roles in the surge. These three revenue streams combined effectively to deliver an industry total of INR 14209 Cr (\$Mn 1799), as the growth curve got even more steep.

Over the years, cricket has played the role of the linchpin of Indian Sports in the commercialization journey, by becoming the biggest contributor in terms of value, by a huge margin. In 2022, this sport contributed to 85% of the total revenue in the industry, and in conformity with the trends, there was heavy scoring from international as well as franchise cricket. Team India had a busy season, which included prestigious events like the ICC T20 World Cup and the Asia Cup, making it a good year for cricket in particular and the sports industry in general.

The real big hit of the year came from the IPL, which added two new franchises, leading to an unmistakable impact on the growth curve which was directly felt in the areas of Sponsorship and Franchise Fee. As the competition settles into the new 10-team structure, there is optimism all around, about market demands that are commensurable with the stepped-up format of the league. Overall, cricket had not just hit a maximum, but also did it in style by clearing the ropes by quite a distance. Football saw higher ball possession among Indian fans with the FIFA World Cup bringing in a thrilling passage of play, to add to an already exciting set of options for us, which included European events as well as our own properties like the ISL. For many events that had to bear the brunt of the Covid menace in the past two years, 2022 marked a year of recovery. The PKL was back this year and was welcomed by Kabaddi fans, while we also saw the return of the leading Marathons in India hosted by our major cities, viz. Mumbai, Delhi, Bengaluru and Kolkata. Among the other events in India that made a comeback in 2022 were the Tata Maharashtra Open Tennis for men and the Indian Open Golf for women. On the field, a big highlight for Emerging Sports in 2022 was India's performance at the Commonwealth Games (CWG) held in Birmingham which saw us win 61 medals even though the event didn't feature shooting events which

could be seen as a stronghold for us; this tally included medals in events which weren't typically seen as fiefdoms for our nation, like Steeplechase and Lawn Bowls, among others, making it even more special.

The Covid scourge created hurdles for an industry that was on the fast lane; while the crisis led to tough circumstances for the sector, it also paved the way for innovations in the area of fan engagement. As regards the consumers, there were many shifts in behavioural patterns, as trends got accelerated because of necessity, especially with respect to digital adoption. As a result, there are clear changes in the approach taken by brands when it comes to spending on sports properties. TV continues to be the largest medium for access to sports content and in terms of ad spends too, though we are in the midst of some over-the-top hitting by OTT streaming, which is gaining acceptance at a fast scoring rate, as an alternate option in many cases, and as the medium of choice too, for some. We are headed to a scenario where consumers can watch content at a time that suits their convenience. As more and more entertainment programmes will be watched as per this trend, live sports will continue to be a flag-bearer for the habit of appointment viewing! This is expected to work in favour of the sports industry, and the resultant upswing will be seen in sponsorship and media spends



by brands, in coming years. As the industry evolves further, we can expect brands to invest more in sports, come up with innovative ideas to leverage the associations they create, and enjoy the business upsides that go with it, leading to a virtuous cycle that will catapult the industry to greater heights. Cricket will continue to be the top-scorer, with the highest reach and fan-following, by generating significantly higher deal values than Emerging Sports. More leagues will come out of the period of uncertainty caused by the Corona Virus, as they take the cue from the cricket model and pursue their respective growth journeys. Participative sports like Marathon and Golf will be gaining momentum, if 2022 is any indication to go by. Coming years will see even more influence of technology in sports in the area of fan engagement. The business of digital collectibles holds a lot of promise for the future; and as Blockchain Technology gets adopted into the sports industry, we can expect action around sporting NFTs, as newer avenues emerge in the area of unlocking the commercial value of fandom. Yet another Covid impact is the fast-tracking of the already existing movement in the direction of E-Sports and Gaming. With technology playing a bigger role in our lives than ever before, we can be sure that there is a sporting ecosystem that is ready to make the best use of it too.

As the Indian society keeps pace with the changing times, we are witnessing an upward trend in the number of female athletes who are coming up the ranks and representing the country on the world stage across varied sports disciplines. In doing so, they are blazing a trail for a large number of girls who face the added headwinds of gender bias in society. Take for instance, the largest multi-sport competition in the world, the Olympics; at the Tokyo Games, 57 of the 128 athletes who represented India were female. Making a big impact there were Manipuri weightlifter Mirabai Chanu, boxer Lovlina Borgohain from Assam, and badminton star PV Sindhu who were among the medals. Highly impressive, albeit missing out on a podium finish were Discus Thrower Kamalpreet Kaur and Golfer Aditi Ashok. In 2022 also, we had some wonderful women athletes who did the nation proud, by winning medals at top-level competitions – like boxer Nikhat Zareen, wrestler Vinesh Phogat, and many others. Talking of cricket, while the men have been playing on the front foot, we are seeing phenomenal rise for the women's game too. Harmanpreet Kaur, Smriti Mandhana, and Jamima Rodrigues are among the household names in India today, and BCCI has been building the foundation for the growth of women's cricket for a few years now. The T20 Challenge that was played along with the IPL in the playoffs week has been a great opportunity for many youngsters,

and now, we have seen the grand arrival of the first ever Women's Premier League in March 2023! The breakthroughs seen in Cricket and Emerging Sports are symbolic of a more inclusive society, and will inspire a whole generation of girls in their sporting endeavours.

2023 is expected to be a tipping point in Indian Cricket with a host of rights coming up for grabs, and prices are likely to shoot up! The IPL Media Rights for the period 2023-2027 has fetched an astronomical amount of INR 48390 Cr (\$Bn 6.1). The entry of Viacom 18 has changed the dynamics in sports media, with the Reliance-backed conglomerate winning the digital rights at a bid value of INR 20500 Cr (\$Bn 2.6). Additionally, they bagged the digital rights for 18 more non-exclusive marquee games per season at a value of INR 3257.52 Cr (\$Mn 412). Viacom 18 is expected to take initiatives that could give an added thrust to the digital shift in live sports

viewing. Disney Star, in the meanwhile, has retained its sub-continent legacy rights at an astonishing figure of INR 23575 Cr (\$Bn 3), which works out to a per match value of INR 57.5 Cr (\$Mn 7.3)! In addition to the media rights, the Sponsorship Cycle of the world's leading T20 league is also coming up for renewal for the 2024-2028 cycle. Both these cycles in combination, are expected to provide a major point of inflection for cricket, and by corollary, for the business of sports in India. While the IPL is all set for an upswing, BCCI's Home Series will be taking the sector to dizzying heights with the Title and Central Sponsorships, as well as the Media Rights, getting renewed. Add to this the Sponsorship Rights for Team India, and we are all set to see men's cricket scoring runs all around the wicket.

Cricket has been the driving force behind the Indian Sports Industry for a long while, in the

role of the protagonist. The nation enjoys a position of pre-eminence among the places in the world where the sport has a strong following, and as the popularity and visibility of the on-field action scales new highs, more and more businesses are bestowing trust in cricket as a platform which they can be involved with, as they establish saliency with their target groups. The consistent performance by our cricketers on the field is the result of a system that has evolved with time, which in turn led to the popularity and the monetization potential enjoyed by the sport. Emerging Sports have a long way to go in the country before they could reach closer to cricket's orbit, and 2022 gives a clear message that the signs are good. As we win more in these disciplines, it will trigger their business potential too. The prospective fan base we have for these sports, makes our ecosystem a fertile ground for the future, as we take the steps towards becoming a multi-sport nation.

Moving on from cricket, in another fresh beginning for Emerging Sports, two major international racing events, Formula E and Moto GP, will be held in India for the first time, as we speed up on the track of growth.



Ten Years of Sporting Nation

The past ten years have truly marked a definitive onward thrust in the commercialization journey of sports in India. With a CAGR of 14%, it was one of the better performing sectors in the industry, as the ecosystem embarked on the path to maturity at a quick pace. At the vanguard of progress was cricket, with a major share of the revenue and the game-changing learning curve that came with it. The franchise model that was unveiled with the advent of the IPL, paved the way for similar competitions in varied kinds of sports at different stages in their evolution. While it was a decade that saw Indian athletes achieve hitherto unseen levels of success in different disciplines, the phase also witnessed advancements in the way a fan can watch, engage with, and respond to live sporting action. The influence of technology across different links of the sports value chain has played a significant role in the ten-year success story. In a nutshell, it was a decade of paradigm shift in Indian sports!

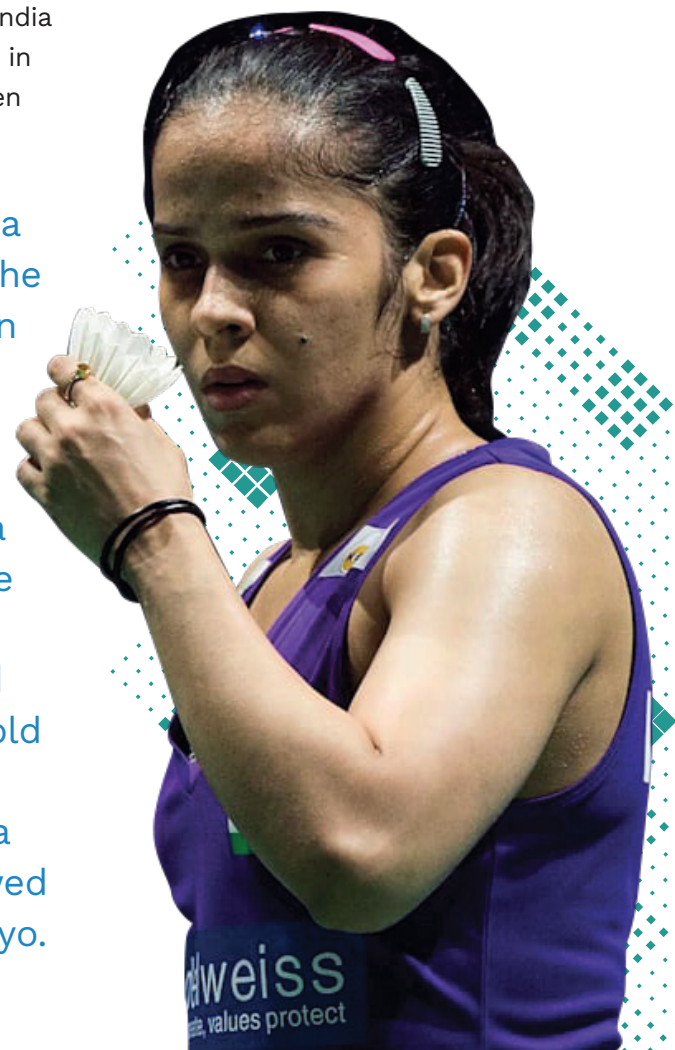


In the ten-year journey that commenced amidst a phase of famous victories by our men's cricket team in multilateral ICC tournaments, the game rode a wave of rising popularity as we became a powerhouse both on and off the field, and had many famous victories in Tests, ODIs and T20Is, spurred on by the support of a billion fans! In the red-ball format of the game, we became a dominant outfit with many famous wins, and raised comparisons with some of the strongest test teams of all time. In limited over cricket, we became a force to reckon with and were seen by competitors as the team to beat at tournaments like the World Cup and Champions Trophy, regularly advancing to the knock-out stage too. However, the ICC trophy has been eluding our grasp since 2013; the same being the case with the women's team. Still, there is strong conviction that it could be a matter of time before the spell is broken, and cricket continues to be the biggest binding force for Indians. While we are at the top of our game on the 22 yards, the past ten years have shown that we have gained huge ground in other sports too. In the Summer Olympics, for instance, recent years have seen us win a lot more than earlier. We won six medals at London in 2012, two in Rio four year later, and then in Tokyo in 2021, the Indian contingent had a never-before haul of seven medals in all. The fact that this accounts for 15 of the 35 medals we won in Olympic history, speaks volumes about the

progress we have made. There was a phase when Hockey was our only podium hope at the Games, and even though we went into a medal drought in the sport after 1980, it was poetic that our men's team won a bronze at Tokyo in an emotional win, and broke the Olympic jinx at the same Games that saw our best performance yet, as a nation. A Track & Field Gold by an Indian at the Olympics was seen as beyond the realms of possibility for decades, but Neeraj Chopra proved that there is always a first time for such feats, by winning the Javelin throw event in Tokyo. In 2022, he followed up this achievement by winning the Silver at the World Championships, and with his stupendous victory in the prestigious Diamond League. In another significant story, India emerged as a strong force in Badminton with the women leading the way.

Saina Nehwal won a Singles Bronze at the London Olympics in 2012, and taking the baton from her was PV Sindhu who put together a string of impressive performances that included the World Championships Gold in Basel, and two Olympic medals- a Silver in Rio followed by a Bronze in Tokyo.

2022 also saw Indian men smashing their way to the top of the world, winning the Thomas Cup for the first time, becoming only the sixth nation in history to triumph at the competition. With impressive results at events like Commonwealth Games, Asian Games, and with the rising prominence in disciplines like shooting and wrestling, we can expect a lot more from our athletes in coming years.



The Indian Sports Industry has grown to a revenue of INR 14209 Cr (\$Mn 1799) in 2022, a figure that includes Sponsorship, Athlete Endorsement, and Media Spends by brands. 85% of this value has come from cricket alone, with significant contributions from Team India matches as well as the Indian Premier League (IPL). As cricket enjoyed huge groundswell, we saw corporate India showing increasing confidence in the sport, as a series of successive rights renewal exercises over the past ten years in sponsorship and media rights delivered significant growths, leading to clear tipping points in this growth journey. 2018 was a big year for the IPL, with Star India procuring the media rights from 2018 to 2022 at an astronomical figure of INR 16347.5 Cr (\$Bn 2.5), which was a 367% increase over the previous deal with Sony. Also, Vivo secured the 2018-2022 Title Sponsorship rights for the T20 blast, at a value of INR 2199 Cr (\$Mn 333), which came at a 450% upswing over the earlier deal. Yet another chapter in the saga of the IPL was the arrival of Tata as the Title Sponsor in 2022, in a journey that is still unfolding! The year also saw the IPL family growing, with the addition of two new franchises into the league; with RP Sanjiv Goenka Group winning the rights for Lucknow with a bid of INR 7090 Cr (\$Mn 897) and CVC Capital Partners getting Ahmedabad for INR 5625 Cr (\$Mn 713)! The competition for 2023-2027 IPL media rights saw

some developments which could lead to yet another growth curve, with the digital and TV rights being separated, leading to a total bid value of INR 48390.32 Cr (\$Bn 6.1). Disney Star retained their hold on TV broadcasting with a bid of INR 23575 Cr (\$Bn 3) which works out to a mind-boggling figure of INR 57.5 Cr (\$Mn 7.3) per match, with the digital rights being bagged by Viacom 18 at a bid of INR 20500 Cr (\$Bn 2.6), at INR 50 Cr (\$Mn 6.3) per match and for 18 more non-exclusive marquee games per season at a value of INR 3257.52 Cr (\$Mn 412) at INR 33.2 Cr (\$Mn 4.2) per match. While the IPL was scoring heavily at one end, Indian Cricket was also batting at a fast clip, at the other end. In 2019, Star India bagged the worldwide TV and Digital rights for these matches at INR 6138.10 Cr (\$Mn 776) for a five-year period. Earlier, Oppo had procured the Team India Sponsorship rights for 2017-2022 with a bid of INR 1079 Cr (\$Mn 159), at 117% incremental value over the previous deal; the mobile phone brand was replaced in 2019 by EdTech giant Byju's. Another landmark move was the renewal of Title Rights for Indian Cricket for 2019-2023 by Paytm, at a bid value of INR 327 Cr (\$Mn 48), which was 58% higher than the previous deal. Continuing with the growth story of the decade, 2022 saw the announcement of the Women's Premier League (WPL), and the media rights for this landmark event went to Viacom 18, for 2023-2027, at a price of INR 951 Cr (\$Mn 120).

The winning bids for the rights to the five franchises amounted to INR 4670 Cr (\$Mn 591). The Mumbai rights were acquired by Indiawin Sports, to add to their towering IPL presence, at an amount of INR 913 Cr (\$Mn 116), while Ahmedabad saw the highest price with Adani Sportslines procuring the rights for INR 1289 Cr (\$Mn 163)! Like in the case with Mumbai, The Bengaluru and Delhi bids were won by the same groups that hold the IPL franchises for the cities, viz. Royal Challengers Sports and JSW GMR Cricket, at INR 901 Cr (\$Mn 114) and INR 810 Cr (\$Mn 103) respectively! The Lucknow franchise was acquired by Capri Group Holdings for INR 757 Cr (\$Mn 96), setting the stage for an exciting start for the inaugural season in 2023.

The heavy-duty cricketing action is the result of the width and depth of the following the sport has in India, and its share of the total industry pie can be reflected in the level of social conversations, search volumes, TV Ratings, and other social media metrics. There are a host of other sports which are learning the ropes from cricket, and can be viewed as nascent markets that are still getting unearthed, and referred to as Emerging Sports here. The business of these sports took huge steps when the Indian Super League (ISL) and the Pro Kabaddi League (PKL) were founded in 2013 and 2014 respectively. Hero Moto Corp became the Title Sponsor for the football spectacle in the

first season itself; and this position they had in the starting line-up is still with them! For the Kabaddi competition, the onboarding of Vivo as the Title Sponsor in 2017 for a period of 5 years provided a major fillip, the deal value for the same being INR 260 Cr (\$Mn 32.9). In 2016, the Premier Badminton League (PBL) was started with Vodafone taking the call to be the Title Sponsor for three years starting with 2017, at a cost that is upwards of INR 15 Cr (\$Mn 2.3). The onslaught of the Covid pandemic created major hurdles for franchise leagues in Emerging Sports, while the IPL and the ISL were the only events that did not miss action even in 2020, which was the year that took the maximum hit. Two years down the line, the mood is a lot more upbeat for Emerging Sports with many of the leagues coming back to action. 2022 also saw good momentum for participative sports like Marathon and Golf, and the scenario looks loaded with exciting prospects as we enter 2023.

Another shift that has emerged over the past decade is the upward trend in the participation levels of female athletes at different levels, right up to the international stage. This is remarkable considering the deep-rooted social prejudice that many women athletes face as they come up the ranks. With 57 of the 128 Indian athletes at the Tokyo Olympics being from the distaff side, we can say that we are a shining example for many nations of the world. The past decade has seen many amazing women champions shattering the myths associated with gender biases and have become beacons of hope for many. When winners like Sania Mirza, Mary Kom, Saina Nehwal, PV Sindhu, Saikom Mirabai Chanu, Lovlina Borgohain, Vinesh Phogat and others win laurels for the nation, it instills a sense of belief in hundreds of girls who want to pursue sports as a career. In Cricket too, the women's game has come a long way with the BCCI becoming a guiding light on

the issue of gender equality by moving to equal pay policy for male and female players for international matches. The board has been trying out the T20 Challenge for women for a few years now, along with the playoffs week for the IPL, an initiative that has eventually led to the WPL, a property that is expected to grow at a rapid pace. The adoption of the franchise model in women's cricket will serve as a shot in the arm for female athletes across sports disciplines. Some of the key players in the Indian Team, like Smriti Mandhana and Harmanpreet Kaur, are already well-known names, and with the spotlight happening on more players, we can expect more brands to look at women's cricket as just the right platform for their marketing efforts. The past ten years have seen the reach, quality and affordability of the internet improving by leaps and bounds. TV continues to be the largest medium for sports consumption and advertising,



though digital is catching up fast, through rapid adoption by viewers and rising confidence from brands. While consumers are shifting to the convenience of OTT streaming, especially for movies, web series and other such content, the same is not ideal in the case of live sports, making it a sure bet for appointment viewing. With the entry of Viacom 18 into sports and the early success they are having, the scene is already heating up in India. The OTT onrush can lead the market to a situation where the share of viewers who are willing to watch live sports on an internet-connected television set (CTV) will reach critical mass in India, leading to changes in the way brands look at this medium. Another interesting development is the entry of Amazon Prime into the arena by getting the live broadcasting rights for New Zealand Home Cricket. This presents several exciting possibilities for them with respect to BCCI, ICC and IPL, and we may even see them pursue newer revenue streams- from 'subscription only' to 'advertisement also'! At the other end of the spectrum, ICC has launched icc.tv to live stream cricketing action in markets where they don't have a broadcast partner; this can be viewed as a small step in the direction of rightsholders taking controls in their own hands, without the presence of a broadcaster as an intermediary. Non-live longform shows like 'Formula 1: Drive to Survive' on Netflix, are playing a major role

in introducing specific sports to newer audience groups; while we can expect more such content to come out on the OTT medium, there is the possibility of the D2C route being explored by sports bodies here also.

The impact of the technological changes of the past ten years on the Indian sports fan has been significant. Right from enjoying the better quality of the visuals, to availing the value additions in the broadcasting services, to watching on the go, to engaging with fantasy sports platforms- the avenues for the fans to meaningfully appreciate sports are a lot more democratized than what it used to be, ten years ago. With the Blockchain adoption happening in the sports industry, we can expect NFTs to make a significant play in a country like India with a large young population. The business of branded sports merchandise has not taken off in our country the way it was expected to, because of factors that are central to the dynamics of the apparel business. However, with technology playing a part, we can expect digital collectibles to have a bigger box office run here. The earliest signs for the same are already here; the ISL has partnered with Terra Virtua, an immersive marketplace for collectibles, to engage with the Indian football fan, even as the IPL is already looking at a Powerplay in this fledgling space. The US-based

firm FanCraze has launched player cards for different IPL teams, and more action is expected on that front. The Metaverse is another area which can immerse into the sports industry- the tie-up of the platform Zwift with Tokyo Olympics, through which special Virtual Series activities were held for certain events, is a case in point. Gaming and E-Sports are on the rise in India, though it is still early days, and the Covid-induced lifestyle changes did contribute a bit to it by way of habit formation. While these opportunities, together, will represent a fast-growing space, we can also expect technology to play a huge role by being an enabler across the sports value chain, unlocking the growth potential of traditional spectator sports like cricket, football and others by enhancing the experience for fans, and presenting more marketing avenues for brands, thereby catalyzing growth over the next ten years of the Sporting Nation.



TEN YEARS OF SPORTING NATION

Year	2013 in INR Cr	2014 in INR Cr	2015 in INR Cr	2016 in INR Cr	2017 in INR Cr	2018 in INR Cr	2019 in INR Cr	2020 in INR Cr	2021 in INR Cr	2022 in INR Cr
Overall	4381	4617	5363	6400	7300	7762	9109	5894	9530	14209
% Growth	-1%	9%	16%	19%	14%	6%	17%	-35%	62%	49%
On Ground	759	795	1030	1166	1337	1603	2006	850	1748	2953
% Growth	6%	5%	30%	13%	15%	20%	25%	-53%	106%	69%
Team Sponsorship	465	494	558	700	820	892	934	646	902	1310
% Growth	-30%	6%	13%	25%	17%	9%	5%	-30%	40%	45%
Franchise Fee	527	482	541	548	684	353	400	177	236	1644
% Growth	10%	-8%	12%	1%	25%	-48%	13%	-55%	33%	597%
Endorsement	382	328	416	476	395	482	537	564	625	749
% Growth	30%	-14%	27%	14%	-17%	22%	11%	13%	11%	20%
Media Spends	2250	2518	2817	3511	4065	4432	5232	3657	6018	7553
% Growth	0%	12%	12%	25%	16%	9%	18%	-30%	65%	26%

Year	2013 in \$ Mn	2014 in \$ Mn	2015 in \$ Mn	2016 in \$ Mn	2017 in \$ Mn	2018 in \$ Mn	2019 in \$ Mn	2020 in \$ Mn	2021 in \$ Mn	2022 in \$ Mn
INR - USD Conversion Rate	59	61	65	68	66	68	70	74	74	79
Overall	743	757	825	941	1106	1141	1301	796	1288	1799
On Ground	128	130	159	171	203	236	287	115	236	374
Team Sponsorship	79	81	86	103	124	131	133	87	122	166
Franchise Fee	89	79	83	81	104	52	57	24	32	208
Endorsement	65	54	64	70	60	71	77	76	85	95
Media Spends	381	413	433	516	616	652	747	494	813	956

Source – GroupM ESP

The Last Word



Prasanth Kumar
CEO - GroupM South Asia

While 2021 saw the Indian Sports Industry recovering from the Covid menace and getting back on the path of growth, the succeeding year demonstrated the robustness of the ecosystem. The 49% value growth of 2022 imputes a three-year CAGR of 16%, which means that despite the setbacks of 2020, the post-pandemic performance of the industry, in quantitative terms, has been more rewarding than that of the years in the run-up to the force majeure event that threatened to disrupt a lot more than just the sports world. The year also gave clear indications of a steep upward trajectory for the growth path in the immediate future, by way of the scaling up of premium properties, as well as the decisions that led to the creation of new competitions too. After being in the wilderness for two

years, we saw the return of many events, much to the delight of the fans and other stakeholders. On the field, it was a particularly good year for us as a sporting nation, with the tricolour flying high on several occasions, at different places around the world, thanks to our wonderful athletes who made us immensely proud with their exploits. These victories augur well for us from a commercial perspective too, because such winning moments will bring these sports disciplines into the limelight, triggering a growth curve.

Cricket has been performing a role of epic proportions over the years in shaping the contours of the sports industry, be it through international contests, or by the franchise route which has had game-changing impact even for other sports. As the industry delivered INR 14209 Cr (\$Mn 1799) in 2022, the No.1 sport contributed 85% of this revenue, making cricket by itself an industry of a billion and a half dollars. The universality of cricket in India has made it a trusted brand-building platform

for businesses from different sectors in the economy. While the Indian Team played almost twice the number of matches compared to 2021, this active calendar became a clear growth factor and the decisive boost came through the addition of two new franchises into the IPL fold, with the sponsorship figures going through the roof. The 2023-2027 media deals for the T20 league were renewed last year, and we saw the Digital and TV rights being secured by different conglomerates, leading to a staggering overall bid value of INR 48,390.32 Cr (\$Bn 6.1), giving a clear inflection point to the industry. As we look at 2023 through a cricketing lens, there is a lot to look forward to, both on and off the field. A series of sponsorship and media rights are coming up for renewal in Indian cricket and the IPL, which will take the industry revenue further upwards. The inaugural season of the Women's Premier League (WPL) will give a major impetus to not just women's cricketers, but also to all female athletes in the country. With India hosting the

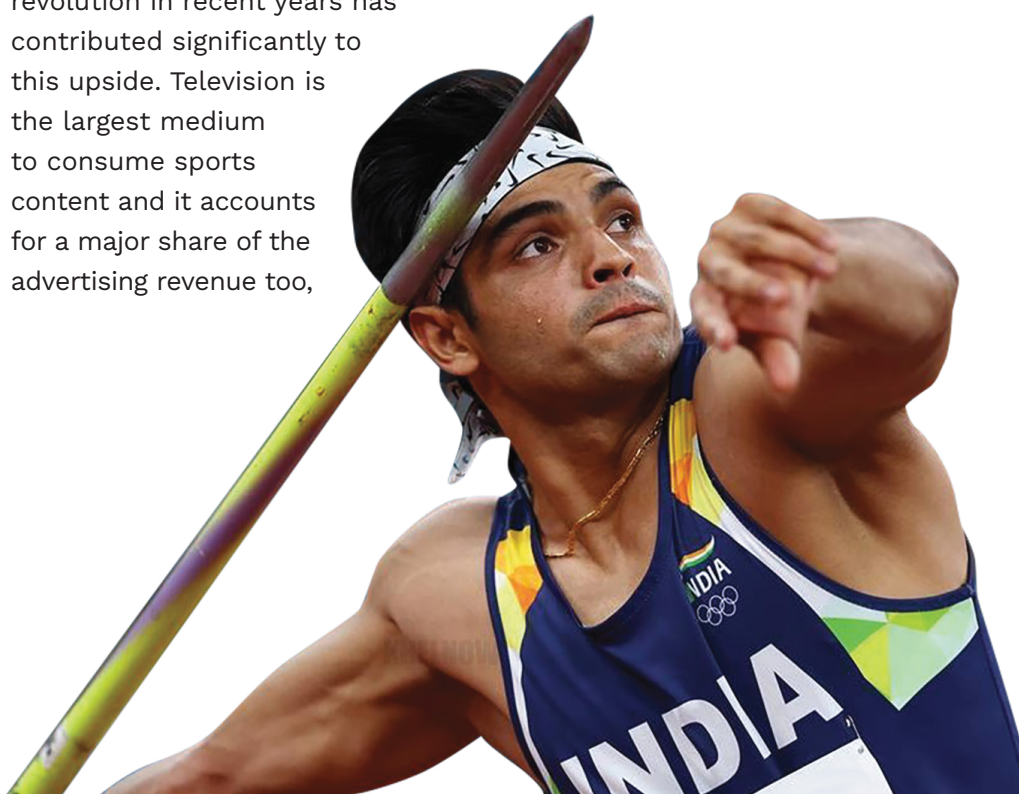
men's ODI World Cup in 2023, we can expect the fan engagement levels to reach the zenith as we get closer to the tournament date, given the decade-long wait for an ICC Trophy victory and the prospects of a great shot that our team might have at clinching it this time.

2022 was also a year in which the FIFA World Cup came to Asia; it was a treat for the football fans in our country, and a great opportunity for Indian brands to integrate the world's leading team sport into their marketing efforts. With the foremost clubs in Europe enjoying good following in our country, and with the growth prospects of the ISL, we could see football consumption in India climbing to significantly higher levels in quick time. The return of the PKL has given a strong message that the business of Emerging Sports have now moved past the pandemic travails as a new era of growth is visible on the horizon. Participative Sports like Marathon and Golf had a good year as the overall level of sporting and fitness-oriented activities were on the rise, which is good for sports goods retail business. The return of the marathons in Mumbai, Delhi, Kolkata and Bengaluru were proof of the fact that the system is up and running again. 2022 was a year in which Emerging Sports delivered a YoY growth of 87%, and we can expect this momentum to continue, given the trends we got to witness during the year. On the field, we

saw Neeraj Chopra following up his Olympic glory in Javelin Throw with equally dominant performances in high-profile events, our Badminton Team winning the Thomas Cup, our contingent picking up 61 medals at the Commonwealth Games, and a host of new athletes capturing the imagination of the Indian public. As our heroes win more at the highest levels, the respective sports disciplines will be benefitting through greater visibility, participation levels and interest from brands. The rise of women in sports has given a major fillip to the dreams of many young girls with sporting aspirations in our country, and it is a matter of great pride that 57 of the 128 participants from India at the Tokyo Olympic Games were female athletes.

The foundations of the thriving sports ecosystem in India lie in the way our fans view and appreciate the action from the field, and the visual media revolution in recent years has contributed significantly to this upside. Television is the largest medium to consume sports content and it accounts for a major share of the advertising revenue too,

though we are in the midst of a digital boom with OTT coming up as a good alternative. The total sports advertising expenditure on digital medium in 2022 was more than double the corresponding value in 2021, and had a 27% share of the media spends by brands. With convenience being a big factor, OTT will enable a habit of watching programmes when it is suitable for the consumer. However, when it comes to watching live sports, the desired experience is different, and therefore appointment viewing will continue to be a dominant behavioural pattern. This will work in favour of the sector, and live sports will become even more coveted as monetizable properties. As we look into the future, technology will play a bigger role in the areas of content management and fan engagement, as nascent opportunities will continue to emerge, in Cricket as well as Emerging Sports.





GroupM ESP is a new type of sports and entertainment marketing agency, dedicated to helping rightsholders take advantage of digital and data driven changes in the media landscape. It is part of WPP's GroupM. GroupM ESP is dedicated to helping properties better understand their audiences, develop more relevant ways to engage with them, and provide potential brand partners more valuable ways to connect with their communities of fans.

Business Contact

Vinit Karnik

+91 9821 185060
vinit.karnik@espglobal.com

Subhamoy Das

+91 9820 546210
subhamoy.das@espglobal.com

Gaurav Vazirani

+91 9818 701397
gaurav.vazirani@espglobal.com

Narrative By

Vishnu Govind
+91 98332 28209
Founder, Add Valorem Consulting



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For more info : marketing.india@groupm.com

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