

IPL : Birth of Cricketainment

A case study on sports marketing by Board of Control for Cricket in India

Abstract

The aim of this case study is to analyze the manner in which in the shortest form of cricket i.e twenty20 cricket has been marketed in India by Board for Control of Cricket in India. BCCI launched Indian Premier League, to promote Twenty20 professional cricket league in India. This case study tries to analyze the franchising model of IPL to understand how companies can make money by promoting sports like cricket in India

Keywords: IPL, Indian Premier League, Twenty20, India, BCCI, Cricket, MS Dhoni, Rajasthan Royals, Chennai SuperKings

About IPL

The Board of Control for Cricket in India (BCCI), the apex governing body for cricket in India launched the Indian Premier League (IPL) on 14th September 2007 on the lines of football's English Premier League and the National Basketball League (NBA) of the U.S.A.

IPL is a professional Twenty20 cricket league created and promoted by the BCCI and backed by the International Cricket Council (ICC), an international governing body of cricket. The BCCI was instrumental in setting up a governing council to run the IPL as a virtual company. The IPL governing council will have five-year term and will run, operate and manage the league independently of the BCCI. The governing council of IPL comprises of former BCCI President I. S. Bindra, Vice-Presidents Rajiv Shukla, Chirayu Amin and Lalit Modi, Arun Jaitley, and former cricketers Mansur Ali Khan Pataudi, Sunil Gavaskar and Ravi Shastri. While the BCCI officials are honorary members, Pataudi, Gavaskar and Shastri will be paid for their services.

The winner and runner-up team of the IPL will qualify for the Champions League, in October 2008. For a start, domestic Twenty20 leagues would be conducted by the cricket boards of Australia, South Africa and England, for an eight-team Champions League.

IPL Organization & working

The IPL works on a franchise-system based on the American style of hiring players and transfers. Under the model, a sponsor wanting to have its team pays a stipulated fee to the BCCI to get ownership. The franchisee also shares revenues with the cricket board. To start with, IPL will franchise eight teams with two more to be added over the next six years, for a maximum of 10 teams only. The franchises will own the team for perpetuity for a period of ten years. The franchisee, can, at a later stage list the team on the stock exchange and trade. In the IPL franchises system, player buy-outs is an added feature.

Indian Premier League also introduced the concept of Icon player. An icon player is a player who can only play for his home city in the competition. These icon players don't have to go through bidding. These icon players have an advantage that they are guaranteed to get paid at least 15% more than the next top earner in their team.

IPLs Franchising Model

The main revenue streams for the franchisees are from the sale of broadcast rights, sponsorship, gate receipts in matches at their home grounds and team sponsorship. All of these, except for the team sponsorship, have to be shared with IPL in pre-determined ratios over the next 10 years. (Table 1)

Sources of Revenue

Broadcast rights: The broadcast rights have been sold by IPL to World Sports Group (WSG) and Sony for \$1.026 billion for 10 years in a contract that is linked to the success of the League and to television rating points (TRPs).

In the first two years, 80 per cent of the money earned from the broadcast rights will be shared by the franchisees equally with the rest going to IPL. The latter's share will increase gradually and by the fifth year, IPL will get to share 40 per cent of the broadcast revenue.

Sponsorship: The title sponsorship fee of over \$50 mn paid by DLF, a leading real estate company in India, will be shared with the franchises. IPL will retain 40 per cent of this and the balance 60 per cent will be shared between the franchisees equally. While these revenues accrue from the central pool to the franchisees, they will generate team sponsorship at individual levels as well.

Ticket sales: The final revenue source is ticket sales at home stadiums. Each franchise will get seven matches at home and the revenues from ticket sales will be shared with IPL, which will get 20 per cent, with the rest going to the franchisee.

Other sources : There are also other smaller revenue sources such as from in-stadia advertising a part of which will go to the franchisee.

Expenses

Franchisee fee : The two big expenses incurred by Franchise are player costs and the franchise fee paid to IPL. The franchise fee will be payable in equal sums over a 10-year period. For instance, if a franchise is to pay \$100 million to IPL, he will pay \$10 million every year to IPL.

Player acquisition cost : The player costs was determined in the auction. The franchisee has to pay players who are available even if they are on the bench. Players have a three-year contract with the franchise that bought them but they can be traded at the end of the first year between the franchisees.

Stadium Hire Charges : The franchisees also have to pay for the use of the stadiums for which they have to enter into contracts with the local association. For instance, the Kolkata franchisee, will have to pay the Cricket Association of Bengal for the use of Eden Gardens.

Other Expenses : There are also other marketing costs such as events for promotion of the team, star ambassadors, and so on, which the franchisees have to bear.

IPL : The Grand Auction

In IPL's franchise model, teams will be owned by corporate houses or individuals and named after a city. BCCI has identified 12 cities: New Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Gwalior, Kanpur, Mohali, Jaipur, Ahmedabad and Cuttack. The eight cities attracting the highest bids will be selected.

About 90 firms, including leading private companies in India like Bharti, Reliance, ADAG, Kingfisher and Future Group, bought the team franchise bid documents. Few private equity firms, and celebrities such as Russel Crowe and Shah Rukh Khan also participated in the bid process. BCCI kept a reserve price of \$50 million for an individual or corporate houses to own an IPL team

The auction for the franchise took place on January 24, 2008 with the total base price of \$400 million but the auction went on to fetch \$723.59 million. The Mumbai franchise is owned by Mukesh Ambani's Reliance Industries Limited (RIL) , Vijay Mallya's United Breweries has the Bangalore franchise. Media house Deccan Chronicle won the Hyderabad chapter of the IPL, while India Cements' owns Chennai franchise. Bollywoods' two leading stars bagged the ownership of their respective teams - Shah Rukh Khan and Juhi Chawla's Red Chillies Entertainment bought the Kolkata franchise, while Preity Zinta and Ness Wadia bought the Mohali team .

GMR , the infrastructure development group bagged the ownership of the Delhi team and the Emerging Media, consisting of its CEO Fraser Castellino, Manoj Badale and Lachlan Murdoch and other investors won the rights for the Jaipur franchise.

IPL Teams: A Snapshot

1) Bangalore Royal Challengers :



The Bangalore team was bought by Vijay Mallya's UB Group for \$111.6 million. 'Icon player' Rahul Dravid is the captain of Bangalore Royal Challengers. Team India's bowling coach, Venkatesh Prasad is the coach of the team.

2) Kings XI Punjab



The Mohali team was bought by Bollywood diva Preity Zinta, Ness Wadia, along with renowned industrialists Karan Paul and Mohit Burman for \$76 million. 'Icon player' Yuvraj Singh is the captain of Kings XI Punjab. Australia's Tom Moddy is the coach of the team.

3) Chennai Super Kings



The Chennai team was bought by India Cements for \$91 million. Team India ODI and T20 skipper Mahendra Singh Dhoni is the captain of Chennai Super Kings. Former South Africa cricket team captain Kepler Wessels is the coach of the team.

4) Kolkata Knight Riders



The Kolkata team is owned by Bollywood actor Shah Rukh Khan, actress Juhi Chawla and her husband Jay Mehta for \$75.09 million.

'Icon player' Sourav Ganguly is the captain of Kolkata Knight Riders. Australia's John Buchanan is the coach of the team.

5) Deccan Chargers :



The Hyderabad team was bought by Deccan Chronicle, a media house, for \$107 million. Team India's Test player VVS Laxman is the captain of Deccan Chargers. India's fielding coach, Robin Singh is the coach of the team.

6) Mumbai Indians :



The Mumbai team is owned by Mukesh Ambani's Reliance Industries Limited for \$111.9 million. 'Icon player' Sachin Tendulkar is the captain of Mumbai Indians. Former Team India manager, Lalchand Rajput is the coach of the team.

7) Delhi Daredevils



The Delhi team is owned by GMR Holdings for \$84 million. 'Icon player' Virender Sehwag is the captain of Delhi Daredevils. Australia's Greg Shipperd is the coach of the team.

8) Rajasthan Royals



The Jaipur team was bought by UK-based company Emerging Media for \$67 million. Former Australian spin bowler Shane Warne is both the captain and coach of Rajasthan Royals.

By virtue of being the highest bidder, owners of the Mumbai franchise (Mumbai Indians) got the right to organize the semi finals and the final of the inaugural edition in Mumbai.

Each team of IPL would have a minimum of 16 players of whom eight can be international, four players from the region and four under-21 players will also have to be included in the team. The catchment areas for each team are- Mumbai (Mumbai, Maharashtra and Vidarbha), Bangalore (Karnataka, Goa and Services), Chennai (Tamil Nadu, Kerala and Railways), Kolkata (Bengal, Jharkhand, Assam, Tripura and associate member Sikkim), Hyderabad (Hyderabad, Andhra and Orissa), Delhi (Delhi, Uttar Pradesh and Madhya Pradesh), Mohali (Haryana, Punjab, Himachal and Jammu & Kashmir) and Jaipur (Rajasthan, Gujarat, Baroda and Saurashtra).

After selecting the captain and the coach, the Franchise participated in the auction to select the players for their teams. On Wednesday, 20th February 2008, in Mumbai's

Oberoi Hilton's auction room, 77 cricketers went for bidding in the player auction of Indian Premier League with cap of \$5 million on buying of players by each of the eight Indian Premier League (IPL) franchise. Bollywood superstar Shah Rukh Khan and Vijay Mallya were among the franchise owners, of the eight IPL teams, to bid from the world's best cricketers who were put on the show. .

Each team had a strategy drawn up after a series of meetings and with the inputs of former and present cricketers. Rahul **Dravid and Saurav Ganguly were in effect also the main cricket representatives around for the bid.** Each of the teams went in for a wicketkeeper (except Chennai which bought two and Mumbai which bought none), a share of the all-rounder, three to four fast bowlers and some spinners.

The Indian ODI and T20 captain MS Dhoni was scooped up by the Chennai Super Kings for an unbelievable US \$1.5 million. In stark contrast, Australian captain Ricky Ponting was taken by Kolkata, for US\$ 0.4 million. Australia's Andrew Symonds was bought by Hyderabad for Rs \$1.35 million well over Harbhajan's \$0.85 million. The price offered for each player is provided in Table 2 while the composition of eight IPL team is given in Table 3.

IPL : Money in offering

IPL has commercialized cricket like never before, players were auctioned and big, real big, money rolled in from all fronts. Real estate developer DLF Ltd is the title sponsor for five years; Sony Entertainment Television and sports marketing and management agency World Sports Group (WSG) is media partners for 10 years; two-wheeler company Hero Honda Motors Ltd (Sponsorship amount : \$22.5 million) is co-sponsor for three years, PepsiCo India Holdings Ltd (Sponsorship amount : \$12.5 million) is beverage partners; and Kingfisher (Sponsorship amount : \$26.5 million) is the umpire and airlines partner. The IPL fattened BCCI coffers with a \$87.5 million profit this year which was much higher than the BCCI's entire earning for 2007, \$58.75 million.

Broadcaster Sony Max also signed in sponsors like Coca-Cola, Hyundai, Vodafone, Max New York Life, Godrej Group and Citibank who have access to on-air category exclusivity. Ad rates on Sony Max hit the stratosphere, beginning from \$5000 per second to an mind-numbing \$25000 per second for the final which is higher than Twenty20 World Cup final's \$2000 per second. Set Max also earned huge profits from the matches. The channel's revenue market share leapfrogged from 5.7% to 28.8% during the entire event.

Apart from the companies associated directly with IPL few other companies like Nokia is the team sponsor for Kolkata Knight Riders while Aircel sponsors Chennai Super Kings. The revenue from team sponsors will remain wholly with the franchisees. Some teams such as Mumbai Indians have multiple sponsors like MasterCard, Bajaj Allianz and Royal Challenge, all of which are endorsed on team jerseys.

Coca-Cola is team sponsor of the Kings XI Punjab team. The deal gives Coca-Cola not only branding rights on T-shirts and helmets of the Mohali team but also on-

ground branding rights at the Mohali stadium. Details of lead sponsors for all the IPL teams are given in Table 4.

The inaugural Indian Premier League (IPL) is also one of the richest domestic cricket tournaments in the world offering an overall prize money of \$3 million and a winners' cheque of \$1.2 million. The runner-up will be richer by \$0.6 million and even the last-place finisher getting \$0.1 million. The prize money distribution is such that even the two losing semi-finalists will earn in million (\$0.3 million) for their efforts. The prize money will then be divided among the other teams with the team finishing fifth collecting \$0.2 million, while the sixth finisher will earn \$0.175 million. The team finishing seventh on the league table will get \$0.125 million.

Indian Premier League appointed Riya Sen as the Brand Ambassador League's official website, www.iplt20.com. Riya's role will require her to attend the IPL matches, interact with cricketers and post her interactions and views on the website. Almost all the IPL teams except for Rajasthan Royals also signed in Bollywood stars for team promotion. The details of celebrities endorsing the teams are provided in Table 5.

IPL in action

The Twenty20 league started on April 18, 2008, with eight teams comprising a minimum of 16 players each. The first IPL match was played between Kolkatta Knight Riders and Royal Challengers Bangalore in Mumbai. The inaugural match was followed by another 58 matches, including two semi finals and one final between Chennai Super Kings and Rajasthan Royals in which Rajasthan Royals defeated Chennai Super Kings by three wickets and won the inaugural IPL match (Table 6). The winners received the top prize of USD 1.2 million and a glittering gem-laden trophy while the runners-up won USD 600,000.

The champions of the first edition of the T20 league, Rajasthan Royals, will decide on the venue for the summit clash of the 2009 edition. Likewise the runners-up of the 2008 IPL, Chennai Super Kings, can decide about the venues of the two semi finals.

The league lasted for 44 days and provided entertainment to audience worldwide. The runaway success of the Indian Premier League, kept people glued to their televisions, queered the pitch for other mainstream entertainment media, according to a report prepared by financial services group India Infoline (IIFL).

On the viewer ship front, IPL even outplayed the English Premier League. The report said IPL's total viewer ship of 200 million was more than EPL's 160 million. But EPL broadcasting rights were sold for nearly \$2.5 billion for a three-year period compared with IPL's 10-year rights sold for \$1 billion. The report said multiplexes were hit with a 10-30% decline in ticket sales during the IPL season — leading Bollywood producers facing poor openings despite heavy marketing.

Television prime time took a significant hit, affecting channels like Star TV, the report said, adding that viewer ship of Hindi general entertainment channels dropped

from 6.1% to 4.8% in the first two weeks of IPL. Star TV's big-ticket game show, Panchvi Pass, starring Bollywood star Shah Rukh Khan also took a hit and got a TRP, a measure of viewer ship, of about 4.

Future of IPL

According to retired Australian stumper Adam Gilchrist, IPL outshone even the Sydney Olympic Games, he remarked that the Olympics was about two weeks, but the league lasted for 44 days. At around 8pm the whole country would tune in, no matter what the game was or who was playing.

Moreover, according to a recent survey, the inaugural league of IPL has gathered so much of recognition worldwide that Half of the cricketers in the current English team are ready to give up their international careers for the six-figure salaries on offer at the Indian Premier League. In an annual poll of the 16 current players, conducted by the Professional Cricketers' Association (PCA), UK, eight said they are happy to cut short their national careers and play in the multi-million-dollar Twenty20 league in India.

No English player, except for Dimitri Mascarenhas, participated in this year's IPL but the number is expected to increase in the next edition with top stars like Kevin Pietersen and Andrew Flintoff.

The IPL Twenty20 cricket league had been hailed as the greatest media and sports extravaganza where money flowed in from all fronts. Some of the franchise who had drawn good strategies for success were able to book profits in first year itself, however some of the companies did incur losses. But still the franchise are in high spirits with the worldwide recognition of the event are also very excited about the next season in April 2009. Almost all the franchises are out looking for more sponsors and fan followers to make profit next year or to just break even.

Rajasthan Royals, the winners of the inaugural Indian Premier League is planning to go public. According to sources, the owners of the team, Emerging Media, have decided to float some equity in the market and get listed on the stock exchange. Owners of Emerging Media are optimistic and believe that they can cash in on the brand value earned from winning the first IPL. Some other franchises like Chennai Super Kings, Kings XI Punjab and Hyderabad's Deccan Chargers haven't done booming business in their first year, but they were not rushing to dilute their stakes either.

Richer franchise owners like Mukesh Ambani, who owns Mumbai Indians, liquor baron Vijay Mallya (Bangalore Royal Challengers) and the GMR group (Delhi Daredevils) apparently also have no plans for selling stakes as of now. Similarly, Shah Rukh Khan is said to be keen on holding on for the moment. Sources said the Bollywood star has a dream of making his franchise the most sought after team in the world.

The IPL governing body also has plans for the next season as well. The governing body is planning to revise the cap of \$5 million on buying of players by each of the eight Indian Premier League (IPL) franchise teams. January 29, 2009 has been

tentatively fixed as the date for the next auction of the players. The players' transfer window will also be open between December 15 (2008) and January 15 (2009).

The whole concept of the league is being looked on as a landmark in the history of cricket and the entire idea has thrown up another set of parallel, even alternate, loyalties - the club, the city - as in professional football. And this is just the beginning and a lot more is still to follow.

Table 1 : Franchising Model of IPL

Revenue Source	Share of IPL in first year	Share of Franchise in first year
Broadcast Rights	20%	80%
Sponsorship	40%	60%
Team Sponsorship	-	100%
Gate Receipts	20%	80%
In-stadia advertising		
Expenses		
Franchise fee to IPL		
Player acquisition costs		
Stadium hire charges		
Marketing / Promotion Cost		

Table 2 : Bid Price of Each Player, Availability and Country and team they are playing for

Skills*	Name of the Player	Country	Availability	Bid Price	Team
A	MS Dhoni	(Ind)	Entire tournament	\$1,500,000	Chennai
A	Shane Warne	(Aus)	Entire tournament	\$450,000	Jaipur
A	Adam Gilchrist	(Aus)	Entire tournament	\$700,000	Hyderabad
A	Shoaib Akhtar	(Pak)	From April 27	\$425,000	Kolkata
A	Mahela Jayawardena	(SL)	Entire tournament	\$475,000	Mohali
A	Muttiah Muralidaran	(SL)	Entire tournament	\$600,000	Chennai
B	Anil Kumble	(Ind)	Entire tournament	\$500,000	Bangalore
B	Glenn McGrath	(Aus)	Entire tournament	\$350,000	Delhi
B	Mohammad Yousuf	(Pak)	Withdrawn - -		
B	Harbhajan Singh	(Ind)	Entire tournament	\$850,000	Mumbai
B	Sanath Jayasuriya	(SL)	Entire tournament	\$975,000	Mumbai
B	Kumar Sangakarra	(SL)	Entire tournament	\$700,000	Mohali
C	Ricky Ponting	(Aus)	Not in '08	\$400,000	Kolkata
C	Brett Lee	(Aus)	Not in '08	\$900,000	Mohali
C	Andrew Symonds	(Aus)	Not in '08	\$1,350,000	Hyderabad
C	Michae Hussey	(Aus)	Not in '08	\$350,000	Chennai
C	Daniel Vettori	(NZ)	Until May 5	\$625,000	Delhi
C	Matthew Hayden	(Aus)	Not in '08	\$375,000	Chennai
C	Brendan McCullum	(NZ)	Until May 5	\$700,000	Kolkata
C	Jacob Oram	(NZ)	Until May 5	\$675,000	Chennai
D	Stephen Fleming	(NZ)	Entire tournament	\$350,000	Chennai
D	Graeme Smith	(SA)	Entire tournament	\$475,000	Jaipur
D	Herschelle Gibbs	(SA)	Entire tournament	\$575,000	Hyderabad
D	Chris Gayle	(WI)	Until May 16	\$800,000	Kolkata
D	Shoaib Malik	(Pak)	From April 27	\$500,000	Delhi
D	Shahid Afridi	(Pak)	From April 27	\$675,000	Hyderabad
D	Younis Khan	(Pak)	From April 27	\$225,000	Jaipur
D	Mohammad Asif	(Pak)	From April 27	\$650,000	Delhi
D	Jacques Kallis	(SA)	Entire tournament	\$900,000	Bangalore
D	Zaheer Khan	(Ind)	Entire tournament	\$450,000	Bangalore
D	S Sreesanth	(Ind)	Entire tournament	\$625,000	Mohali
E	Dinesh Karthik	(Ind)	Entire tournament	\$525,000	Delhi
E	A B deVillers	(SA)	Entire tournament	\$300,000	Delhi
E	Mark Boucher	(SA)	Entire tournament	\$450,000	Bangalore
E	Parthiv Patel	(Ind)	Entire tournament	\$325,000	Chennai
E	Kamran Akmal	(Pak)	From April 27	\$150,000	Jaipur
E	Tatend Taibu	(Zim)	Entire tournament	\$125,000	Kolkata
F	Albie Morkel	(SA)	Entire tournament	\$675,000	Chennai
F	Ajit Agarkar	(Ind)	Entire tournament	\$350,000	Kolkata
F	Shaun Pollock	(SA)	Entire tournament	\$550,000	Mumbai

Skills*	Name of the Player	Country	Availability	Bid Price	Team
F	Irfan Pathan	(Ind)	Entire tournament	\$925,000	Mohali
F	Scott Styris	(NZ)	Entire tournament	\$175,000	Hyderabad
F	Farveez Maharooof	(SL)	Entire tournament	\$225,000	Delhi
F	Tillakeratne Dilshan	(SL)	Entire tournament	\$250,000	Delhi
F	Cameron White	(Aus)	Entire tournament	\$500,000	Bangalore
F	Yusuf Pathan	(Ind)	Entire tournament	\$475,000	Jaipur
F	Joginder Sharma	(Ind)	Entire tournament	\$225,000	Chennai
G	Ramnaresh Sarwan	(WI)	Until May 16	\$225,000	Mohali
G	Simon Katich	(Aus)	Entire tournament	\$200,000	Mohali
G	Justin Langer	(Aus)	Not in '08	\$200,000	Jaipur
G	Gautam Gambhir	(Ind)	Entire tournament	\$750,000	Delhi
G	Robin Uthappa	(Ind)	Entire tournament	\$800,000	Mumbai
G	S Chanderpaul	(WI)	Until May 16	\$200,000	Bangalore
G	Ashwell Prince	(SA)	Withdrawn - -		
G	VVS Laxman	(Ind)	Entire tournament	\$375,000	Hyderabad
G	Wasim Jaffer	(Ind)	Entire tournament	\$150,000	Bangalore
G	Rohit Sharma	(Ind)	Entire tournament	\$750,000	Hyderabad
G	Loots Bosman	(SA)	Entire tournament	\$175,000	Mumbai
G	Mohammad Kaif	(Ind)	Entire tournament	\$675,000	Jaipur
G	Suresh Raina	(Ind)	Entire tournament	\$650,000	Chennai
G	Manoj Tiwary	(Ind)	Entire tournament	\$675,000	Delhi
G	Chamara Silva	(SL)	Entire tournament	\$100,000	Hyderabad
G	David Hussey	(Aus)	Entire tournament	\$625,000	Kolkata
H	Nathan Bracken	(Aus)	Entire tournament	\$325,000	Bangalore
H	RP Singh	(Ind)	Entire tournament	\$875,000	Hyderabad
H	Murali Kartik	(Ind)	Entire tournament	\$425,000	Kolkata
H	Makhaya Ntini	(SA)	Entire tournament	\$200,000	Chennai
H	Lasith Malinga	(SL)	Entire tournament	\$350,000	Mumbai
H	Chaminda Vaas	(SL)	Entire tournament	\$200,000	Hyderabad
H	Ramesh Powar	(Ind)	Entire tournament	\$170,000	Mohali
H	Umar Gul	(Pak)	From April 27	\$150,000	Kolkata
H	Dale Steyn	(SA)	Entire tournament	\$325,000	Bangalore
H	Dilhara Fernando	(SL)	Entire tournament	\$150,000	Mumbai
H	Ishant Sharma	(Ind)	Entire tournament	\$950,000	Kolkata
H	Piyush Chawla	(Ind)	Entire tournament	\$400,000	Mohali
H	Munaf Patel	(Ind)	Entire tournament	\$275,000	Jaipur
H	Nuwan Zoysa	(SL)	Entire tournament	\$110,000	Hyderabad

*Note:

SETs A to D: Marquee players based on their skills, recent performance and availability

SET E: Wicketkeepers

SET F: All-rounder

SET G: Batsmen

SET H: Bowlers

Table 3 : Team Composition of Eight IPL Teams

Batsmen	All Rounders/Wicket Keepers	Bowlers
Mumbai Indians		
<ul style="list-style-type: none"> • Sachin Tendulkar[#] • Sanath Jayasuriya • Robin Uthappa • Loots Bosman • Ashwell Prince • Ajinkya Rahane • Manish Pandey • Saurabh Tiwary 	<ul style="list-style-type: none"> • Shaun Pollock • Abhishek Nayar • Dwayne Bravo • Dominic Thornely • Luke Ronchi* • Yogesh Takawale* • Pinal Shah* 	<ul style="list-style-type: none"> • Harbhajan Singh • Lasith Malinga • Dilhara Fernando • Ashish Nehra
Royal Challengers Bangalore		
<ul style="list-style-type: none"> • Rahul Dravid[#] • Shivnarine Chanderpaul • Wasim Jaffer • Misbah-ul-Haq • Ross Taylor • Appanna K. P. • Bharat Chipli 	<ul style="list-style-type: none"> • Jacques Kallis • Cameron White • Sunil Joshi • Balachandra Akhil • Virat Kohli • Ashley Noffke • Mark Boucher* • Shreevats Goswami* - <i>Wicket keeper</i> • Devraj Patil* 	<ul style="list-style-type: none"> • Anil Kumble • Zaheer Khan • Nathan Bracken • Dale Steyn • Praveen Kumar • Abdur Razzak • Vinay Kumar
Deccan Chargers		
<ul style="list-style-type: none"> • V. V. S. Laxman[#] • Rohit Sharma • Herschelle Gibbs • Venugopal Rao • Chamara Silva • Arjun Yadav • Paidikalva Vijaykumar • D Ravi Teja 	<ul style="list-style-type: none"> • Andrew Symonds • Shahid Afridi • Scott Styris • Sanjay Bangar • Adam Gilchrist* • Halhadar Das* 	<ul style="list-style-type: none"> • Rudra Pratap Singh • Chaminda Vaas • Nuwan Zoysa • Pragyan Ojha • Doddapaneni Kalyankrishna • M Sarveesh Kumar
Chennai Super Kings		
<ul style="list-style-type: none"> • Matthew Hayden • Stephen Fleming • Suresh Raina • Michael Hussey • Anirudha Srikanth • Subramaniam Badrinath • Arun Karthik • Vidyut Sivaramakrishnan 	<ul style="list-style-type: none"> • Jacob Oram • Albie Morkel • Shadab Jakati • Abhinav Mukund • Viraj Kadbe • Napoleon Einstein • Selvam Suresh Kumar • Mahendra Singh Dhoni^{*#} • Parthiv Patel* 	<ul style="list-style-type: none"> • Muttiah Muralitharan • Joginder Sharma • Makhaya Ntini • R Ashwin • Manpreet Gony • Lakshmipathy Balaji • Palani Amarnath
Delhi DareDevils		
<ul style="list-style-type: none"> • Virender Sehwag[#] • Tillakaratne Dilshan • Gautam Gambhir 	<ul style="list-style-type: none"> • Daniel Vettori • Shoaib Malik • Farveez Maharoof 	<ul style="list-style-type: none"> • Mohammad Asif • Glenn McGrath • Brett Geeves

Batsmen	All Rounders/Wicket Keepers	Bowlers
<ul style="list-style-type: none"> • Manoj Tiwary • Shikhar Dhawan 	<ul style="list-style-type: none"> • Rajat Bhatia • Mithun Manhas • Mayank Tehlan • Dinesh Karthik* • AB de Villiers* 	<ul style="list-style-type: none"> • Pradeep Sangwan • Yo Mahesh • Amit Mishra
Kings XI Punjab		
<ul style="list-style-type: none"> • Yuvraj Singh# • Mahela Jayawardene • Ramnaresh Sarwan • Simon Katich • Luke Pomersbach • Karan Goel • Uday Kaul • Tanmay Srivastava • Sahil Kukreja • Sunny Sohal • Shaun Marsh 	<ul style="list-style-type: none"> • Irfan Pathan • Ramesh Powar • James Hopes • Wilkin Mota • Kumar Sangakkara* • Pankaj Dharmani* • Nitin Saini* 	<ul style="list-style-type: none"> • Brett Lee • Shanthakumaran Sreesanth • Piyush Chawla • Vikram Raj Vir Singh • Kyle Mills • Ajitesh Argal • Rishi Dhawan
Kolkata Knight Riders		
<ul style="list-style-type: none"> • David Hussey • Ricky Ponting • Salman Butt • Akash Chopra • Cheteshwar Pujara • Rohan Banerjee • Yashpal Singh • Debabrata Das • Brad Hodge 	<ul style="list-style-type: none"> • Sourav Ganguly# • Chris Gayle • Ajit Agarkar • Mohammad Hafeez • Iqbal Abdulla • Laxmi Ratan Shukla • Tatenda Taibu* • Wriddhiman Saha* • Brendon McCullum* 	<ul style="list-style-type: none"> • Ishant Sharma • Shoaib Akhtar • Murali Kartik • Umar Gul • Siddarth Kaul • Ranadeb Bose • Sourashish Lahiri • Ashoke Dinda
Rajasthan Royals		
<ul style="list-style-type: none"> • Graeme Smith • Mohammad Kaif • Younis Khan • Anoop Revandkar • Taruwar Kohli • Niraj Patel 	<ul style="list-style-type: none"> • Yusuf Pathan • Dimitri Mascarenhas • Shane Watson • Sohail Tanvir • Ravindra Jadeja • Siddharth Trivedi • Swapnil Asnodkar • Sumit Khatri • Kamran Akmal* • Mahesh Rawat* 	<ul style="list-style-type: none"> • Shane Warne# • Munaf Patel • Pankaj Singh • Morne Morkel

* Wicket Keeper

Captain

Source : India Twenty20.com <http://www.indiatwenty20.com/ipl/indian-premier-league-teams.htm> (as accessed on 3rd September 2008)

Table 4 : Lead sponsors of IPL teams

Team	Lead Sponsor
Kolkata Knight Riders	HDIL, Nokia , Belmonte and Tag Heuer
Rajasthan Royals	Bajaj Allianz Life Insurance Company
Kings XI Punjab	Spice Telecom
Chennai Super Kings	Aircel
Delhi Daredevils	Hero Honda, Kingfisher, Adidas
Deccan Chargers	Bharatstudent.com
Mumbai Indians	Master Card
Royal Challengers	No. 1 McDowell's or Royal Challenge

Table 5 : Brand Ambassadors of IPL teams

Team	Brand Ambassador
Kolkata Knight Riders	Sharukh Khan
Rajasthan Royals	None
Kings XI Punjab	Peity Zinta
Chennai Super Kings	Vijay and Nayantara
Delhi Daredevils	Akshay Kumar
Deccan Chargers	Hansika Motwani
Mumbai Indians	Hritik Roshan
Royal Challengers	Katrina Kaif & Deepika Padukone

Table 6 : Scorecard of inaugural IPL Match 2008

Team	Matches	Won	Lost	Tied	N/R	Points	Net RR
Rajasthan Royals	14	11	3	0	0	22	+0.632
Kings XI Punjab	14	10	4	0	0	20	+0.509
Chennai Super Kings	14	8	6	0	0	16	-0.192
Delhi Daredevils	14	7	6	0	1	15	+0.342
Mumbai Indians	14	7	7	0	0	14	+0.570
Kolkata Knight Riders	14	6	7	0	1	13	-0.147
Bangalore Royal Challengers	14	4	10	0	0	8	-1.160
Deccan Chargers	14	2	12	0	0	4	-0.467

Source : Rediff News, Cricket, <http://www.rediff.com/cricket/ipl.html>

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