

LET THE BIDDING WARS

BEGIN



AN ASSOCIATION GUARANTEEING VALUE AS
HIGH AS THE BIDS



15.5 CR



16 CR



16.25 CR

IPL AUCTION BREAKING RECORDS



**YEAR ON YEAR
INCREASE IN
VIEWERSHIP**

**HIGHEST
PLAYERS
SALARIES**



***ONE OF THE MOST-WATCHED EVENTS IN THE CRICKET CYCLE WORLDWIDE**



2023

GROUND FOR ANTICIPATION
AN OPPORTUNITY TO ENGAGE WITH MILLIONS OF CRICKET FANS

BRINGING BACK THE STAR APPEAL

PURSE REMAINING FOR TEAMS



13.20CR



8.75CR



32.20CR



20.55CR



7.05CR



19.25CR



19.45CR



42.25CR



23.35CR

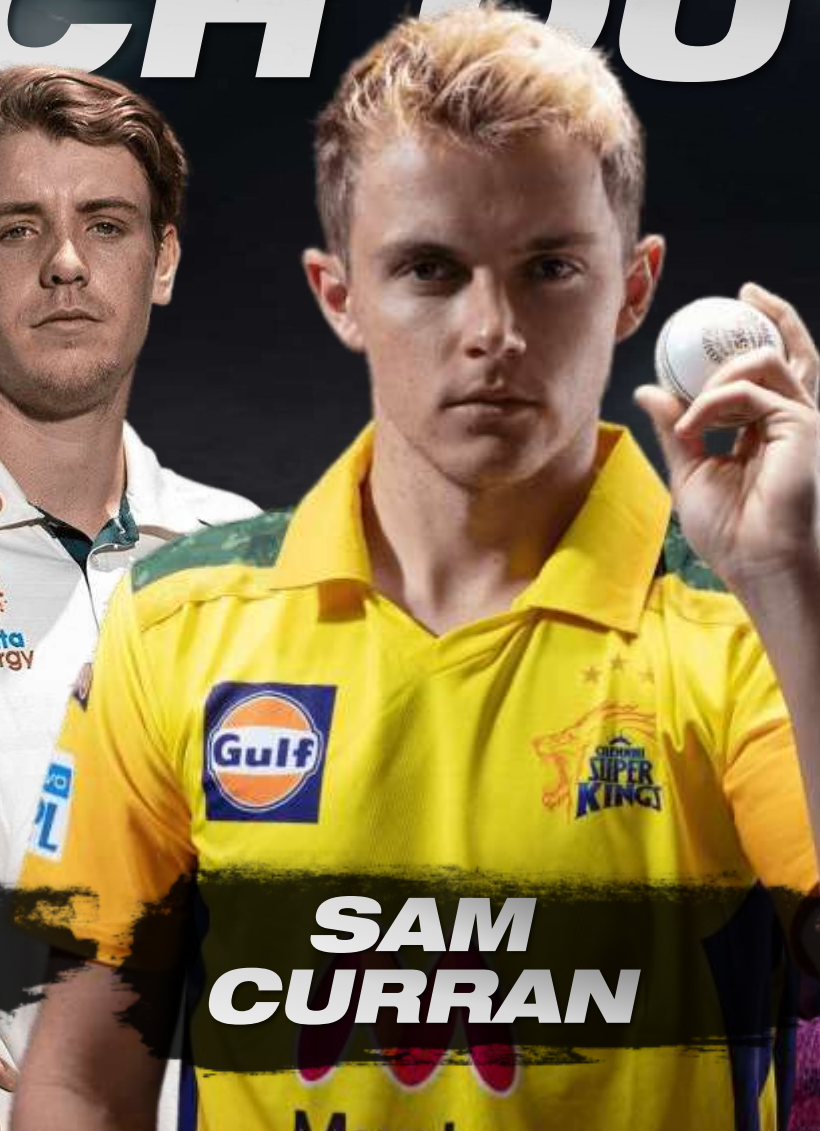


20.45CR

PLAYERS TO WATCH OUT FOR



**CAMERON
GREEN**



**SAM
CURRAN**



**BEN
STOKES**

KOCHI
DEC 23RD



ON INDIA'S NEWEST SPORTS
DIGITAL + CTV
DESTINATION



STAR STUDDED DIGITAL PANEL



***CHRIS
GAYLE***



***EOIN
MORGAN***



***SURESH
RAINA***



***ANIL
KUMBLE***



LEADING PROGRAMMING



FIFA WORLD CUP
Qatar 2022



IPL AUCTION CONTENT TEASERS TO FEATUE ON :
FIFA WC SEMIS AND FINAL PPL COVERAGE



18TH-19TH DEC
IMPACT
PRESENCE

**GAP ANALYSIS OF ALL 10 TEAM
COMPOSITIONS & POTENTIAL AUCTION
TARGETS - VODS**

A man in a brown suit is smiling in a studio setting. Behind him are two framed images of cricketers. The left image shows a player in a blue India jersey. The right image shows a player in a red Hong Kong jersey. In the background, there is a logo for Qatar Airways and the word 'presents'.

20TH DEC
IPL AUCTION STORIES

**KEY STORIES TO LOOK FORWARD TO IN THIS IPL
AUCTION**

21st DEC

EXPERT'S

SEASON'S TOP SURPRISES AND SHOCKS

SPEAK



22nd DEC

LIVE IPL

AUCTION WAR ROOM

*Biggest Names Going Into The IPL Auction To Undergo
A Mock Bidding War Among Our In-house Experts*

*Unique Way To Build Heroes Of The Auction & Explain The
Teams That Might Engage In Bidding Wars For The Player*



23RD DEC

• LIVE

AUCTION COVERAGE

8 LEGENDS. 6 LANGUAGES.

ENGLISH.HINDI.TELUGU.TAMIL.BENGALI.MALYALAM



● ***LIVE WITH EXPERTS***
MASSIVE COVERAGE

3 HOURS BEFORE AUCTION:

- I. Analysis from in-house Expert panel.***
- II. Live Hits from Auction venue.***
- iii. IPL Players/Coaches reactions***
- iv. Fan reactions***



23RD – 24TH DEC
SWOT ANALYSIS

Post Auction analysis and rating of the 10 team squads by our expert panel

BRANDING OPPORTUNITIES





BRAND CREATIVE

CONTEXTUAL SQUEEZE-UPS



BRANDED SEGMENTS: COVERAGE IN 6 LANGUAGES



BRANDED VIGNETTES

SPONSORSHIP OPPORTUNITIES

A golden trophy with blue ribbons and a wooden gavel resting on a wooden block, set against a dark background with golden sparks.

- ***CO-PRESENTING***
- ***ASSOCIATE***

**THANK
YOU**

