



OPPORTUNITY FOR FRANCHISES TO STRENGTHEN THEIR TEAMS



**LEGENDS OF CRICKET
TO DECODE SELECTION
& TEAM STRATEGIES**



**EXTENSIVE COVERAGE ON
STAR SPORTS NETWORK**



**AMPLIFICATION
& BUZZ**

BIG AUCTIONS... BIG RATINGS



1.0 TVR

+ 48% Vs IPL 2021 Auctions

56 MN

Reach During
IPL 2022 Auctions

1.3 TVR

In Megacities

1.2 TVR

NCCS A Audience

STAR PLAYERS RELEASED BY FRANCHISES

OPPORTUNITY FOR OTHER FRANCHISES TO FURTHER STRENGTHEN THEIR SQUAD



Kane Williamson



Sam Curran



Mayank Agarwal



Nicholas Pooran



Manish Pandey



Chris Jordan



Jason Holder

UNCAPPED INDIAN PLAYERS

WHO CAN SCORE BIG DURING AUCTIONS



Ishan Porel



Karun Nair



K.S. Bharat



Shivam Mavi



Sandeep Sharma



Sheldon Jackson



Priyam Garg



Jaydev Unadkat

OPPORTUNITY FOR BRANDS TO LEVERAGE AUCTIONS LIKE NEVER BEFORE



SPONSORSHIP
FOR AUCTIONS ON
STAR SPORTS NETWORK

CONTEXTUAL
LIVE FEATURES

INTERACTIVE
ASSETS



ESTABLISH
CONTEXTUAL ASSOCIATION

DELIVER IMPACTFUL
BRAND PROPOSITION

STRENGTHEN BRAND RECALL
WITH EARLY ASSOCIATION

MAXIMIZE THE BRAND VISIBILITY WITH AUCTION FOCUSED PROGRAMMING



**Thematic Shows On Key
Discussions Uncapped, Capped,
All-Rounder, Teams Etc**



**Encapsulating The Best Moments
of The Previous Auctions**



**Post Auctions
A Complete Review Show**

COMMUNICATE YOUR BRAND MESSAGE



**BRAND
COMMERCIAL**



SQUEEZE-UPS



PROMO TAGS



TATA
IPL
AUCTION



STAR SPORTS
Believe



**BRANDS CAN LEVERAGE
LIVE AUCTIONS CONTEXTUALLY**

CONTEXTUAL FEATURES ON OFFER



CELEBRATIONS



MOVE - ON



STAR PLAYER



SUPER START

CELEBRATIONS

MANISH PANDEY
SOLD TO SUPER GIANTS

SOLD FOR
₹ 4.60Cr

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amazon pay
PAY LATER

15 EXPOSURES

EVERY TIME THERE IS A HAMMER DOWN FOR A PLAYER SOLD IT'S A MOMENT OF CELEBRATION FOR THE TEAM

*Except for selected star and uncapped players

STAR PLAYER




TATA IPL AUCTION

SHREYAS IYER				
INT T20				
MTCHS	RUNS	S/R	BEST	
32	580	132.10	67	
BASE PRICE		₹ 2.00Cr		

CURRENT BID ₹ 1225L

PRICE NAHI, SURPRISE MILEGA

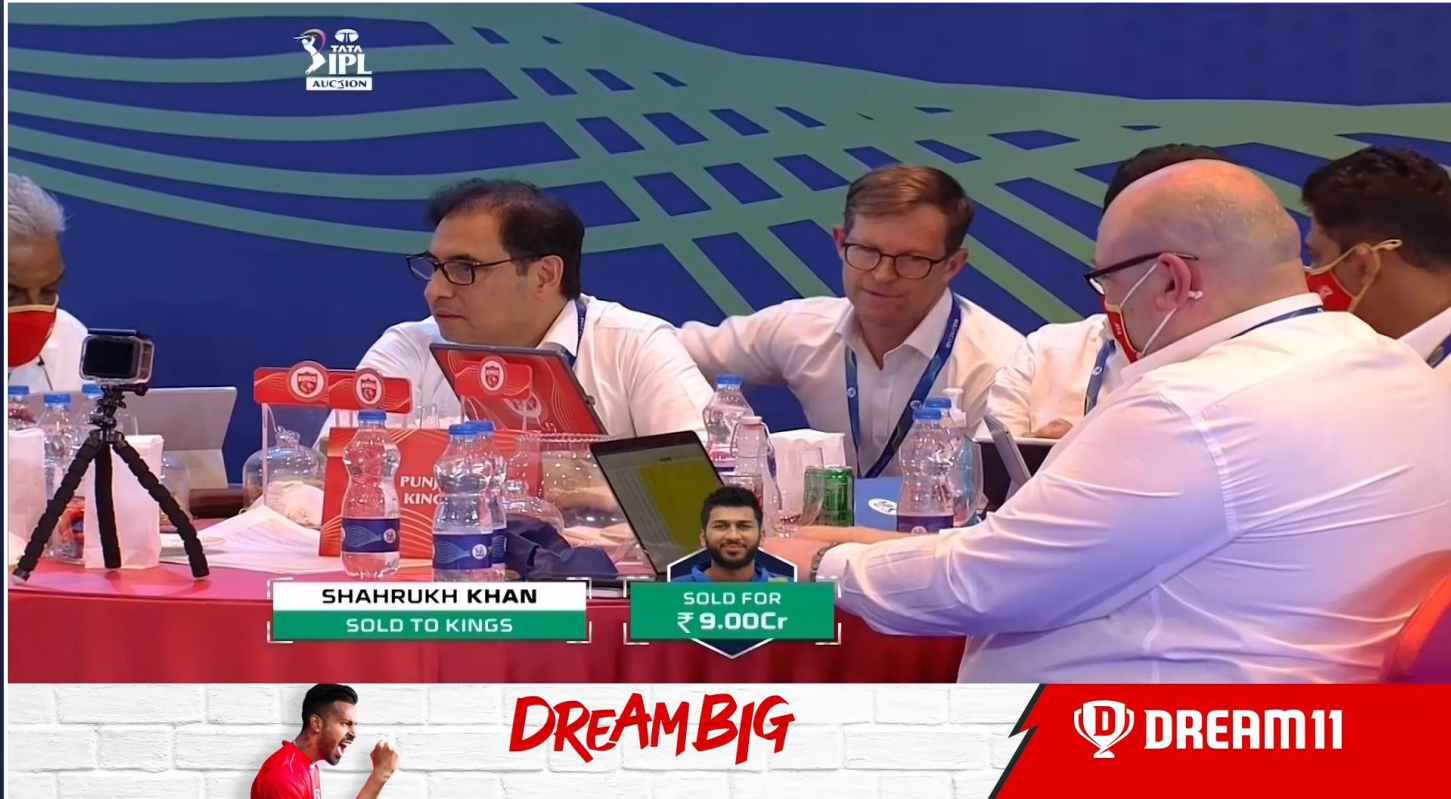


A HAMMER DOWN MOMENTS FOR THE PRE-DECIDED MEGA STARS OF IPL WHO HAVE BEEN RELEASED THIS YEAR

8 EXPOSURES

*Select few Star Players across categories only

SUPER START

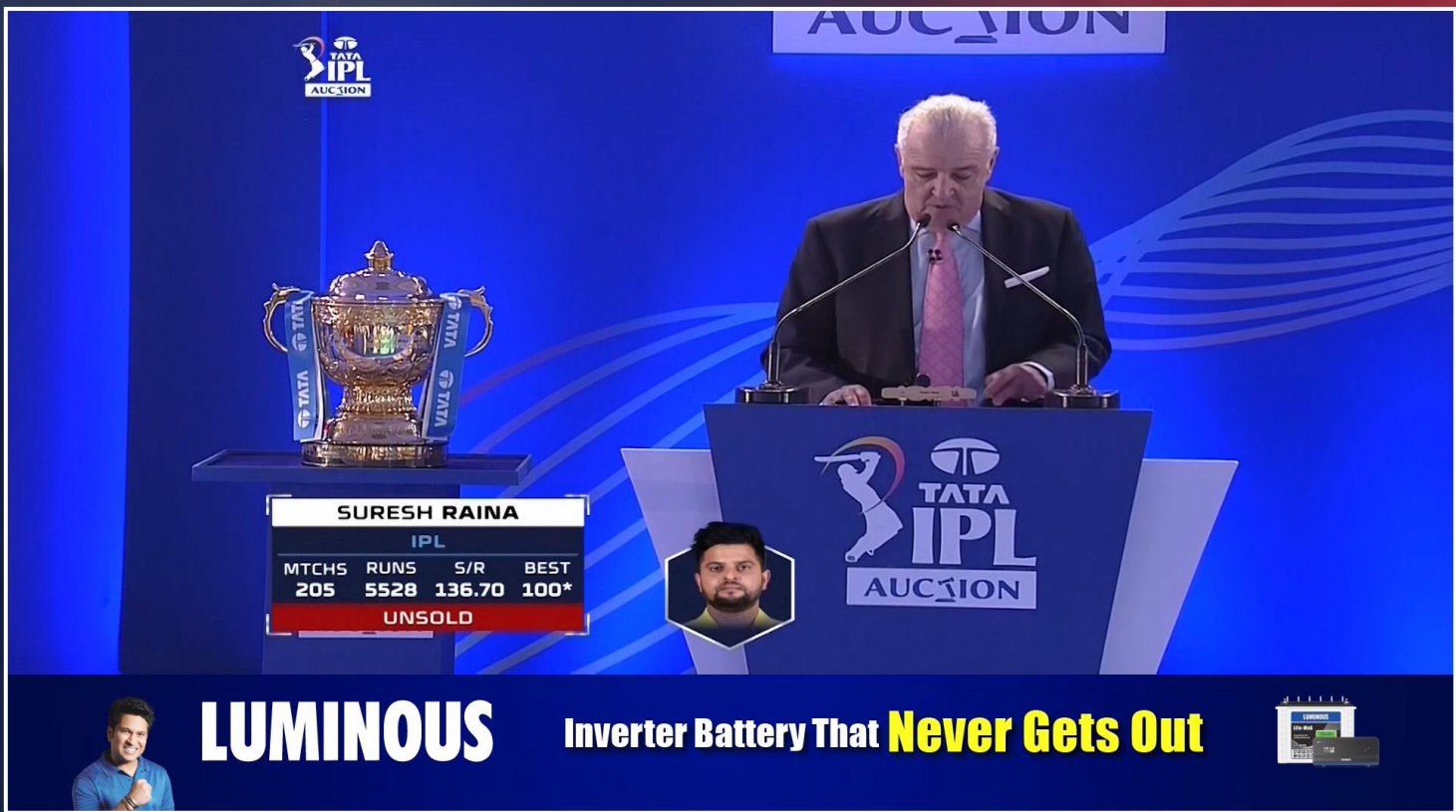


A HAMMER DOWN MOMENT FOR THE PROMISING UNCAPPED PLAYER CELEBRATING THEIR SUPER START WITH IPL

8 EXPOSURES

*Select Few Uncapped Players Across Categories


MOVE-ON



TATA IPL AUCTION

SURESH RAINA			
IPL			
MTCHS	RUNS	S/R	BEST
205	5528	136.70	100*
UNSOLD			

LUMINOUS Inverter Battery That **Never Gets Out**



EVERY TIME THERE IS A HAMMER DOWN FOR UNSOLD PLAYERS

15 EXPOSURES



TATA
IPL
AUCION



STAR SPORTS
Believe



**OPPORTUNITY FOR BRANDS
TO CONNECT WITH LIVE VIEWERS**

FAN PULSE

AN EXCLUSIVE FAN ENGAGEMENT PLATFORM

WHERE THE VIEWER CAN
INTERACT WITH STAR SPORTS



SHARE THEIR VIEW-POINT IN
REAL TIME ON THE QUESTIONS
THROWN AT THEM

28,90,000+

Total Interactions during IPL
2022 Auctions



292,000+

Total Unique Users
During IPL 2022 Auctions

Multiple Exposures
Throughout Day

Brand Logo
Presence

Animated Squeeze Up
with Brand Messaging



LET'S GO
BIG
IPL 2020