

HOW DID THE INDIAN PREMIER LEAGUE REACH NEW HEIGHTS?

The Indian Premier League, whose brand value now exceeds six billion U.S. dollars, took unprecedented strategies to achieve this exceptional success.

The Indian Premier League (IPL) is both the largest professional cricket league in the world, and the fastest growing league of any sport. What can we learn from its recent success?

Jay Sinha identifies several key tactics that helped the IPL thrive. First, the IPL was unafraid to spend money in order to make money. Investments such as hiring the best coaches, recruiting the best players from other countries and using the best stadium were costly upfront, but made the IPL profitable from its early days.

Second, the IPL uses patriotism to its advantage, marketing itself as a flag-bearer of 'New India.' The IPL markets to non-traditional audiences like women, children and the Indian diaspora. Furthermore, its branding expands beyond the on-the-field product by promoting its star players, partnering with Bollywood stars and hiring cheerleaders to perform at games.

These strategies, among others listed in the paper, have transformed the IPL from a small, conservative league to one flowing with international talent and massive profits. These findings can inform not only other sports leagues, but any business that is attempting to grow.

MAJOR TAKEAWAYS:

- The Indian Premier League is a model of success due to its rapid ascent from a modest, conservative league to the world's largest cricket league.
- It takes spending money to make money.
- Using patriotism in marketing is an effective strategy to garner widespread interest.

WHO NEEDS TO KNOW:

- Sports marketing academics
- Marketing and business practitioners
- Sports fans (especially cricket fans)
- Professional sport league executives

CONTACT US:

- Jay I. Sinha, associate professor of marketing, jay.sinha@temple.edu
- The Indian Premier League: The creation and management of a global sports branding phenomenon:
<https://hstalks.com/article/6925/the-indian-premier-league-the-creation-and-managem/>