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.