



WOMEN'S CRICKET WORLD CUP 2025

AGENDA

- ❖ WOMEN'S CRICKET GAINING POPULARITY
- ❖ ABOUT THE TOURNAMENT
- ❖ VIEWERSHIP ON THE RISE
- ❖ BENCHMARKING THE WOMEN'S WORLD CUP
- ❖ MAXIMIZE BRAND IMPACT
- ❖ REACH YOUR AUDIENCE
- ❖ WOMEN'S CRICKET WORLD CUP – PERFECT OPPORTUNITY FOR YOUR BRAND
- ❖ BRAND NARRATIVES

WOMEN'S CRICKET GROWING IN POPULARITY



103%

Growth in **online search** for women's cricket last year¹



121%

Growth in **on air viewership** for WPL 2025 vs last season



21%

Growth in **# advertisers** for WPL 2025 vs last season



Record breaking stadium viewership for
Ind-Pak in T20 WC'24²

INDIAN WOMEN CRICKETERS EMERGE AS HOUSEHOLD NAMES AND ROLE MODELS



SMRITI MANDHANA



HARMANPREET KAUR



ACCOLADES

BCCI Best International Cricketer - 2025
Wisden's 5 Cricketers of the year - 2023

BCCI Cricketer of the year - 2021
ICC Women Cricketer of the Year - 2021

JEMIMAH RODRIGUES



Jagmohan Dalmiya Award - Best Domestic
Junior Women's Cricketer - 2017-18



STELLAR SHOW BY WOMEN IN BLUE AT GLOBAL STAGE

SILVER
CWG 2022

GOLD
ASIAN GAMES 2022

WINNERS
ASIA CUP 2022

SEMI FINALISTS
T20 WORLD CUP 2023

FINALISTS
ASIA CUP 2024

Since beginning of 2025, India W have won **9 out of 11** bilateral ODI matches



**OUR TURN TO RALLY BEHIND THE WOMEN IN BLUE AS THEY CHASE
GLORY AT THE WOMEN'S CRICKET WORLD CUP 2025**

WOMEN'S CRICKET WORLD CUP IS BACK WITH A BANG IN INDIA AFTER 12 YEARS!

The **13th** edition of Women's CWC to be hosted by **India and Sri Lanka**

30th SEPTEMBER – 2nd NOVEMBER 2025

8
NATIONS

31
MATCHES

34
DAY MEGA
EVENT

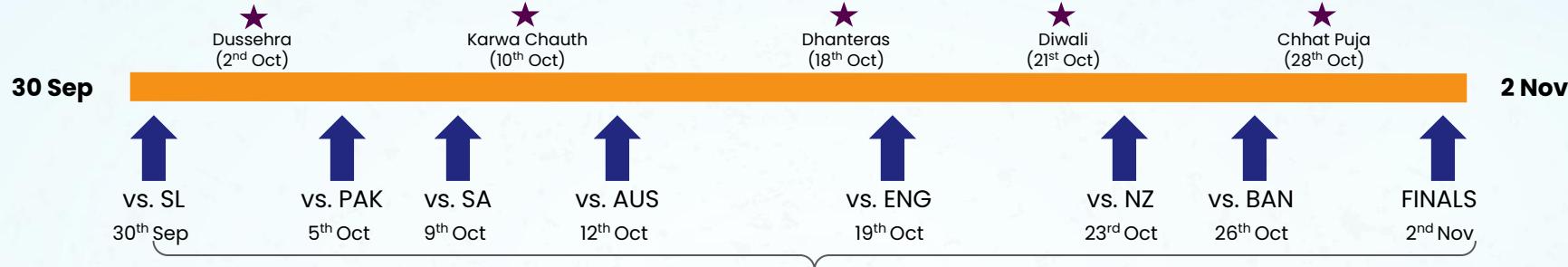
50
OVERS
FORMAT



Round Robin format followed by **Playoffs between Top 4 teams**



OWN THE FESTIVE SPOTLIGHT WITH THE BIGGEST PROPERTY – WOMEN'S CRICKET WORLD CUP 2025



**INDIA MATCHES EQUALLY SPREAD OUT DURING THE
FESTIVE SEASON**

SPENDING AT ALL TIME HIGH DURING FESTIVE SEASON



10X growth in Apple iPad sales & **5X** growth in Samsung tablet during Amazon GIF 2024.¹



81% audience planned to **spend > Rs. 30k** during the festive season.²

.... we have seen a **clear trend of premiumisation during AGIF 2024**. Again, this is **not limited to just top cities...**"

– Saurabh Srivastava, Amazon India Vice President



**Right time to
showcase your
brand at the
prestigious Women's
Cricket World Cup
2025**

CRICKET MEETS PRIME TIME – wCWC 2025 FIXTURES PERFECTLY TIMED FOR WEEKEND VIEWING



10

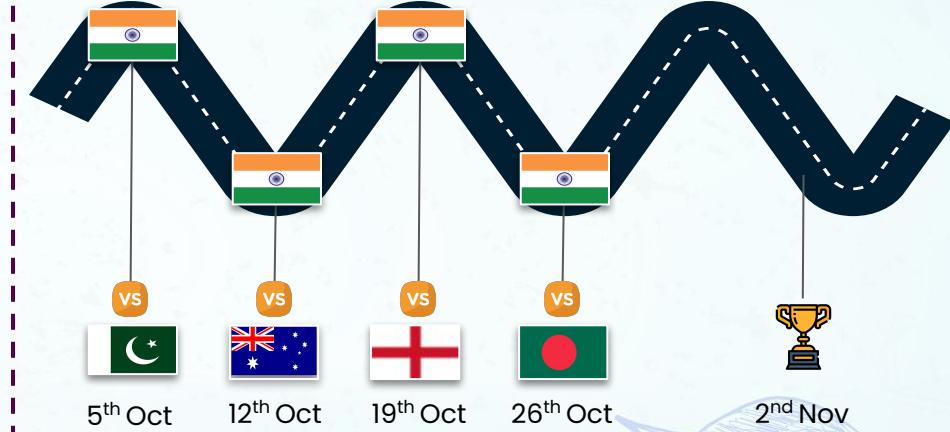
INDIA + KO GAMES

97%

PRIME TIME
(3-10pm)

57%

INDIA MATCHES ON
WEEKENDS



5 SUPER SUNDAYS
5 SUPER GAMES

WOMEN'S CRICKET WORLD CUP 2025 EXPECTED TO REACH

230

Mn

on



STAR SPORTS

145 Mn

Viewers



85 Mn

Devices



VIEWERSHIP ON WOMEN'S CRICKET GROWING BY LEAPS AND BOUNDS



2X REACH ON JIOSTAR
OVER 3 YEARS



WOMEN'S WORLD CUP OUTPACING COMPETITION ACROSS REACH AND VISIBILITY



TWICE THE REACH



>2X

Reach achieved on
T20 WWC'24
vs Impact and GEC
shows

LTV

QUICK SCALE UP



~2X

Audience expected on
wCWC'25 in the same
duration
vs Impact show

Digital

LESS CLUTTER



4.3X

Brand clutter

3.3X

Category clutter
vs other genres
(News, GEC, Movies,
Impact)

LTV

CAMPAIGNS ON WOMEN'S CRICKET GARNER SIGNIFICANT UPLIFTS IN BRAND METRICS



74%

**AIDED
AWARENESS**
Uplift



142%

**AD
AWARENESS**
Uplift



82%

**MESSAGE
ASSOCIATION**
Uplift



138%

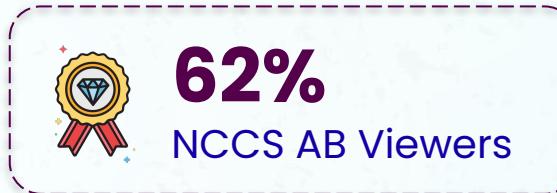
**BRAND
FAVORABILITY**
Uplift



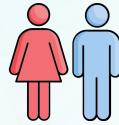
115%

**PURCHASE
INTENT**
Uplift

LTV: VIEWERSHIP ON WOMEN'S CRICKET DRIVEN BY PREMIUM, URBAN VIEWERS



DIGITAL: VIEWERSHIP ON WOMEN CRICKET DRIVEN BY YOUNG, AFFLUENT VIEWERS



75% | 25%

Male | Female



85%

NCCS AB Viewers



~77%

<35 years of age



80%

HSM Viewers



WOMEN'S CRICKET DRAWS AFFLUENT, TECH-SAVVY AUDIENCES WITH GREATER DISCRETIONARY SPENDING THAN TRADITIONAL VIDEO VIEWERS



DISCRETIONARY SPEND CATEGORIES



WCWC



INVEST IN STOCKS & MFS



ONLINE FOOD ORDERING



OWN A 5G SMARTPHONE



ONLINE CAB BOOKING



ACCESS TO PAID OTT

VS

HINDI GEC

REGIONAL GEC

HINDI IMPACT

2.5x

2.0x

2.0x

1.9x

1.5x

WOMEN'S CRICKET IS GAINING MOMENTUM AMONGST ADVERTISERS



90+ Brands | 50+ Categories have associated on Women's World Cup in the past 3 years

only
NATURAL
DIAMONDS
Natural Diamond Council

L'ORÉAL

WELLA
PROFESSIONALS

PCJ
Jeweller for generations
PC Jeweller

LOTUS
HERBALS

JOY
beautiful by nature

BRITANNIA

M
marico

Vini

Dazller

Himalaya®
SINCE 1930

Amul

The Taste of India

NIRMA

PRESTIGE OF ICC AT SMARTER VALUE

Gain the prestige of ICC World Cup association at lower cost vs. Men's Cricket sponsorship

CONNECT WITH WOMEN VIEWERS THROUGH CRICKET

Associate with women in sports, women viewers and inspire the next generation of women athletes/cricket lovers

REACH AUDIENCE HIGH ON PURCHASE INTENT

71% cricket viewing audience have made a purchase basis the ads seen on cricket

HIGH VISIBILITY, LESS CLUTTER

With fewer advertisers, garner high visibility and recall

OBJECTIVE



NEW LAUNCH (Speed to Market)

WHY wCWC'25 ON JS?



Instant national reach and hype in short span of time



Multi touch point presence across viewer journey

AD FORMATS



Midroll | Preroll |
Masthead | PPL

Amul

The Taste of India



Amul came onboard as **Title Sponsor on PPL** on WPL'25 and showcased its products with various ad formats – midrolls, PPL and squeeze ups across platforms and also **launch its new line of product 'Amul tru'**.

ATHER



Ather leveraged **Midrolls** on T20 WWC'24 to launch its new bike Rizta – Made for your family.

OBJECTIVE



DRIVE SUSTENANCE

(Sustained exposure over a long duration)

WHY wCWC'25 ON JS?



Brand visibility over an **entire month** of wCWC'25

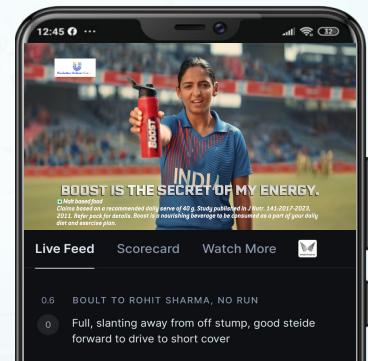
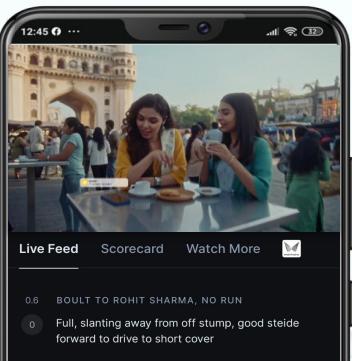


Deliver an average **frequency of 6+** to reinforce brand message

AD FORMATS



Midrolls | Prerolls | L-bands | Squeeze Ups



Bumble partnered on T20 WWC '23 as a sponsor to **reach female audiences** and **drive its message** of 'Make the First Move'.

Boost was a co-presenting sponsor on T20 WWC'23 and leveraged **midrolls** throughout the tournament **to drive top of the mind** for its consumers.

OBJECTIVE



MOMENT MARKETING

(Build emotional connect)

WHY wCWC'25 ON JS?



Contextual messaging during high stake moments

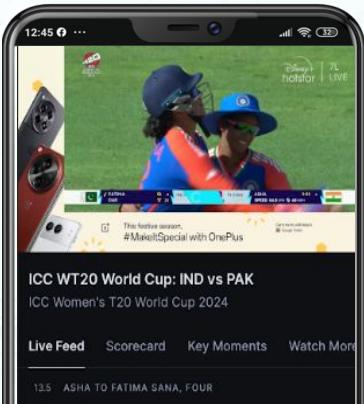
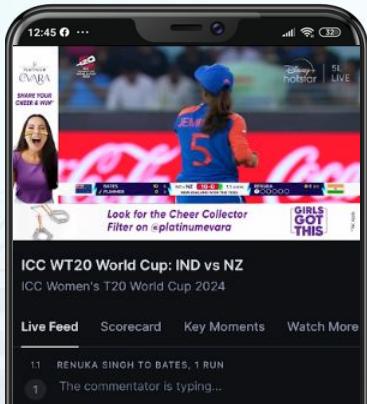


Shared **festive cricket viewing** with timely ads

AD FORMATS



L-Bands | Squeeze-Ups



Platinum Evara leveraged multiple moments like
- **Jemimah on screen, Captain on screen and death overs** to create emotional connect with audience

Oneplus leveraged **Fall of Wickets** feature on T20 WWC'24 on digital to drive its message of festive sale on its products.

OBJECTIVE



HABIT FORMATION

(Consistent messaging at same time)

WHY wCWC'25 ON JS?



Opportunity to reinforce your **brand message by showing your ads at a fixed time on matches everyday**

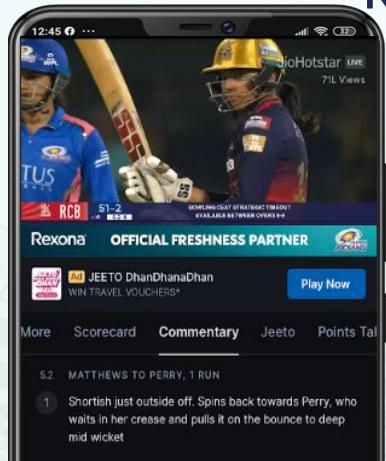
AD FORMATS



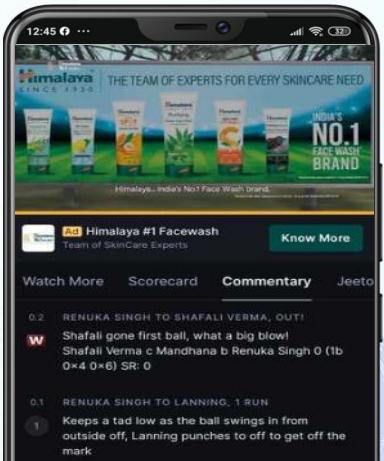
Midrolls | L-bands | Squeeze Ups



Rexona



Rexona leveraged **L-bands and midrolls** to drive its message of 'Stay Fresh All Day' on WPL'25



Himalaya leveraged **midrolls** on WPL'25 to drive its message of face washing with Himalaya face wash for every skin care need.

OBJECTIVE



DRIVE CONSIDERATION

(Showcase products to build preference)

WHY wCWC'25 ON JS?



Cricket captures **unmatched audience attention**



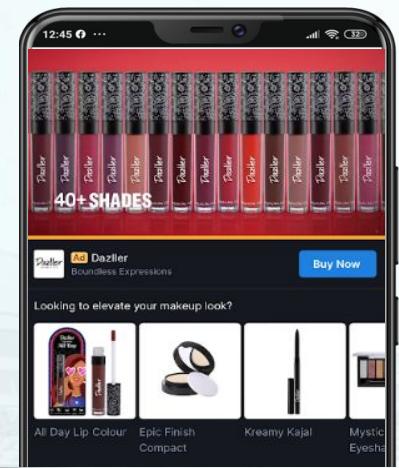
Interactive ad formats to **drive engagement**

AD FORMATS



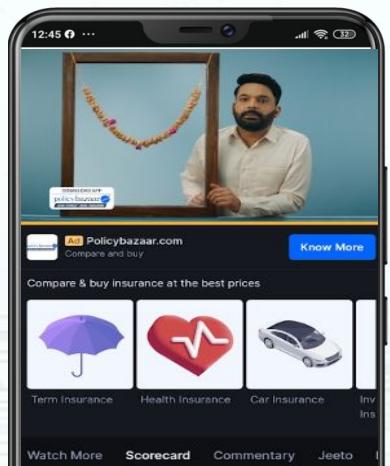
Takeovers | Carousels | Click to Engage | Lead Gen

Dazller



Dazller successfully showcased its products with **midrolls with carousel** on T20 WWC'24

policybazaar.com™
HAR FAMILY HOGI INSURED



Policy Bazaar leveraged **midrolls with carousel** to showcase its insurance offerings on WPL'25

Country Delight
Live better



Country Delight leveraged **Fence ads with carousel** to showcase its products on WPL'25

BRAND NARRATIVE SUMMARY (1/2)



SECTOR	BRANDS	BRAND OBJECTIVE	TOURNAMENT	MEDIUM	RESULTS
INFRA		Boost Brand Visibility & leveraged WWC'24 massive's reach for deeper fan engagement		LTV+HHW	+73% Ad Recall +80% Tagline Association 1.2X Search Interest 1.3X Website Traffic
AUTO		Drive Key brand metrics amongst Women's Cricket World Cup Viewers		LTV+HHW	1.8X Brand Awareness 2.3X Consideration 3.2X Preference +57% Website Traffic
AUTO		Aimed to Strengthen its emotional connect with a growing sports audience & to leverage cricket's mass appeal to drive visibility		LTV+CTV	1.6X Brand Awareness 1.9X Consideration 3.7X Preference +24% Website Traffic
GAMING		Establish brand awareness , App Downloads & Engagement through Women's Cricket World Cup Association		LTV+CTV	+ 66% Daily App Downloads +35% Google Search Interest
HANDSET		Establish brand awareness within Handset category to drive Consideration and increase Purchase Intent		HHW+CTV	28% Aided Awareness 37% Purchase Intent 70% Recall Amongst Exposed Audience

BRAND NARRATIVE SUMMARY (2/2)

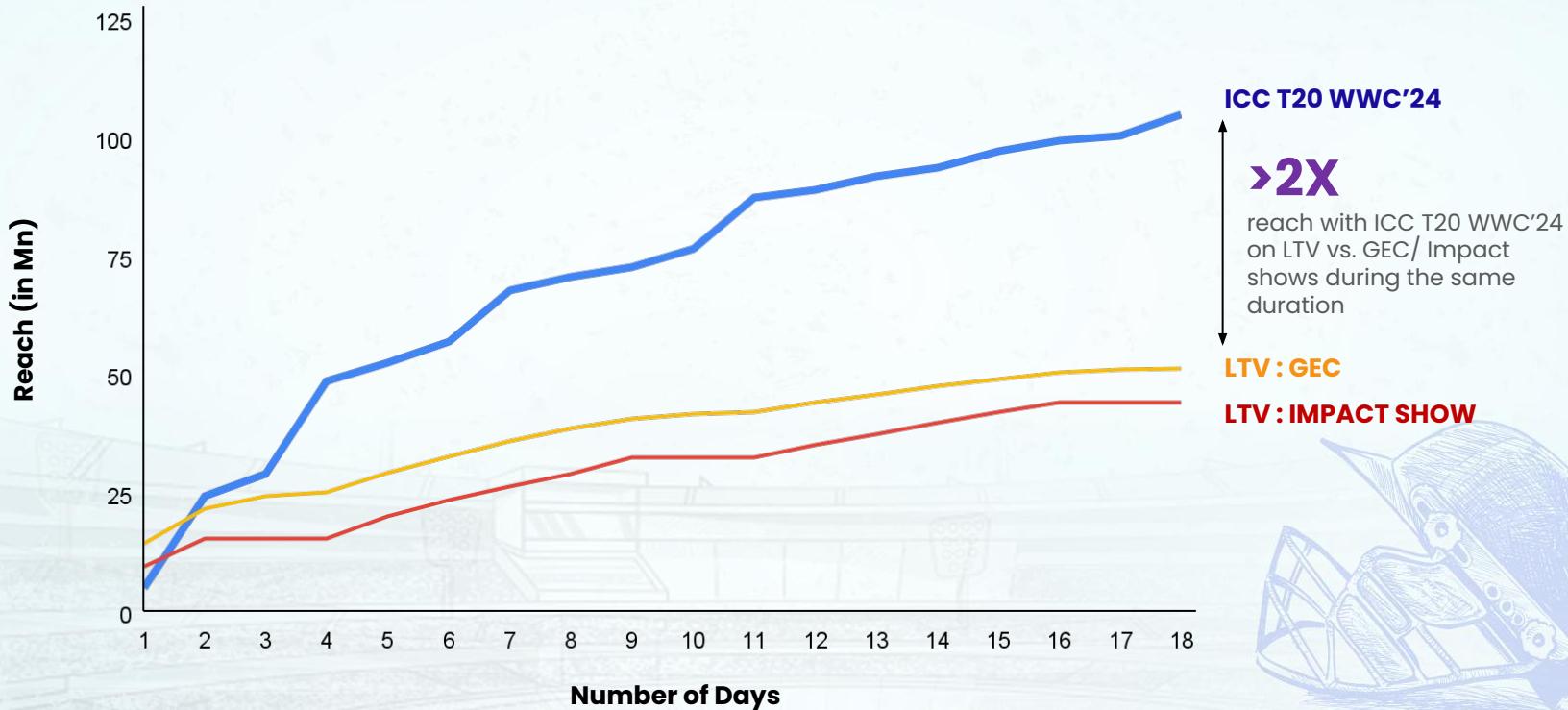


SECTOR	BRANDS	BRAND OBJECTIVE	TOURNAMENT	MEDIUM	RESULTS
 BFSI		Aim to drive key brand metrics across CTV + LTV through 20-sec video creative through WPL'25		LTV+HHW+CTV	+12% Aided Awareness +82% Online Ad Awareness 67% Brand Favorability 50% Purchase Intent
 CPG		Drive Key brand metrics amongst Women's Cricket World Cup Viewers		LTV+HHW+CTV	+14% Aided Awareness +42% Online Ad Awareness 19% Brand Favorability 38% Purchase Intent
 BFSI		Create awareness for PNB'S various offerings through Contextual Features , Frame Ads , Super 6 features to build brand salience through HHW		HHW+CTV	+16% Aided Awareness +16% Online Ad Awareness 24% Brand Favorability 25% Purchase Intent
 AUTO		Build brand love for the launch of Tata's new EV through Masthead , Squeeze Ups on CTV , spots on CTV & LTV		LTV+CTV	+6% Aided Awareness +16% Online Ad Awareness 9% Brand Favorability 17% Purchase Intent



COME, PARTNER WITH US!

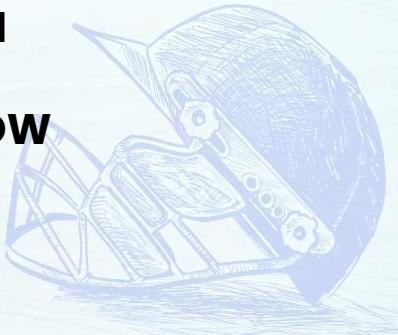
LTV: WOMENS WC 2024 DELIVERED >2X REACH BUILD-UP DURING SAME DURATION VS. MAJOR GEC AND IMPACT SHOWS



DIGITAL: wCWC 2025 TO DELIVER HIGHER REACH vs. TRADITIONAL IMPACT SHOWS IN HALF THE DURATION



~2X
AUDIENCE EXPECTED TO TUNE IN TO
WOMEN'S WORLD 2025 IN SAME
DURATION
vs.
IMPACT SHOW



WITH LOW CLUTTER & HIGH SOV, WOMEN'S CRICKET DELIVERS HIGH BRAND VISIBILITY & IMPACT vs OTHER GENRES



HIGH CLUTTER ON OTHER GENRES vs. T20 WWC'24

4.3x

3.3x

BRAND CLUTTER

CATEGORY CLUTTER

OTHER GENRES



NEWS



GEC



MOVIES



IMPACT

