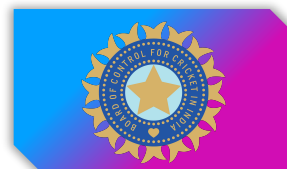


# Cricket Means



India 2025 - 26 Bilaterals



# IPL 2025 Crosses the Big Billion

## Across TV & Digital

**1.19 Bn+**  
Reach



**537 Mn**  
Reach On TV



**5.1**  
TVR



**129 Mn**  
Viewers on  
Star Sports HD



**652 Mn**  
Reach on JioHotstar



**235 Mn**  
Reach On CTV



**514 Bn**  
Minutes of Tournament  
Watch Time



**408 Mn**  
Viewers On  
Amul Cricket Live



**417 Mn**  
Reach On  
Mobile Phones



**55.2 Mn**  
Peak  
Concurrency

TV

Digital

# Fueled By Unprecedented Subscriber Growth

*JioHotstar, the digital home of the cricket league, now has over 300 million subscribers and recorded 1.04 billion app downloads during the season.*

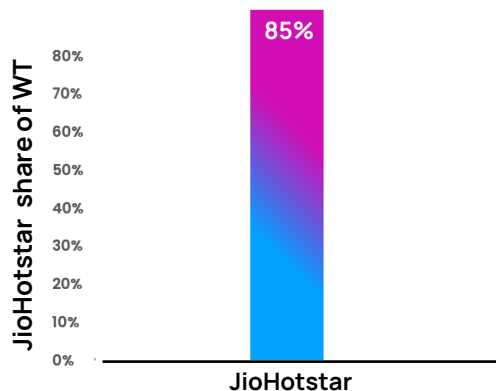


# Nothing Unites India Like Cricket

**~100%**  
OTT users on JioHotstar



Accounting for **85%** of overall  
OTT Watch time

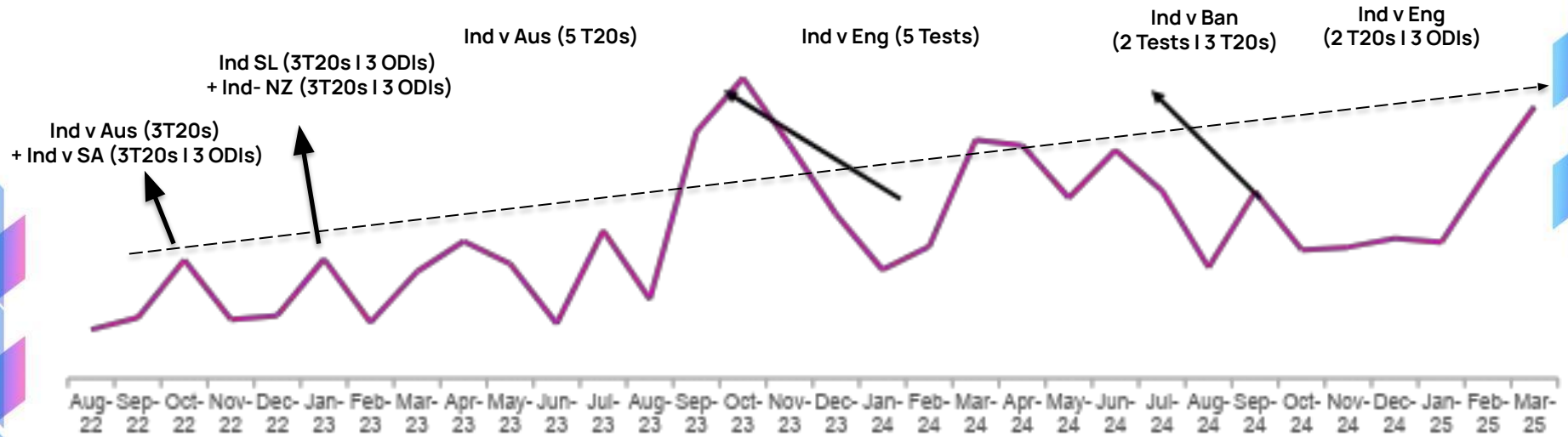


Top 31 Out Of 33 Programs On LTV  
Ruled By India Cricket





# Interest In Team India On A Massive Growth Trajectory Thanks To Consistent Performances



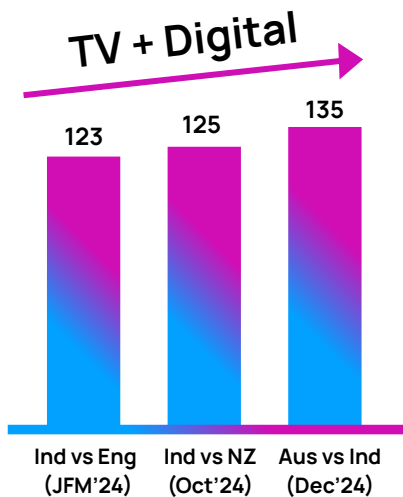
0.47 Mn

~ 4X

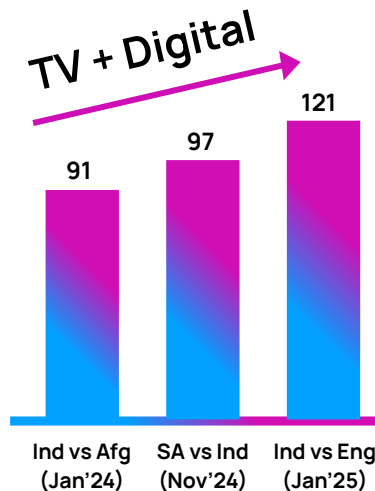
Surge in Social Mentions for Team India (2022-2024)

1.75 Mn

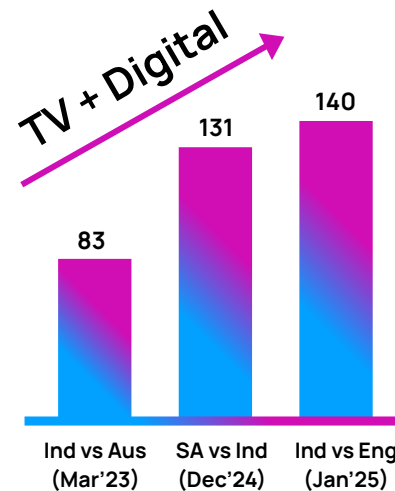
# And That Reflects In The Fan Love For Cricket On JioStar



Test Reach/Match (Mn)






T20I Reach/Match (Mn)



ODI Reach/Match (Mn)

# Viewers Have Their Eyes Not Just On Every Ball But Every Brand Within The Game As well

Cricket	vs			
Focus		1.7X	4.1X	7.8X
Motivation		1.4X	1.5X	1.7X
Engagement		2.0X	2.7X	8.0X
Disposition		1.9X	3.0X	4.2X
Memorability		2.5X	4.3X	8.2X

Short  
Term

Long  
Term



NEURONS<sup>INC</sup>



# And Team India Has Defined A Decade Of Dominance Across All Three Formats



# The Superstars Are Ready To Step Up For Another Glorious Season



# And Now, An Exciting Calendar Like No Other



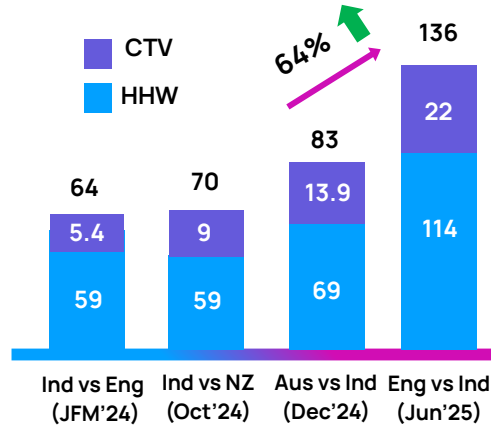
Total Days	Tests	ODIs	T20Is
67	9	9	15



5 Languages



# The Young New Era Ready For The Bazball Challenge



Ind vs Eng (JFM'24) Ind vs NZ (Oct'24) Aus vs Ind (Dec'24) Eng vs Ind (Jun'25)

Test Reach/Match (Mn)

Test Match On Digital Witnessing  
Unprecedented Growth



5 Tests

20th Jun - 04th Aug



# India's Firepower Set To Light Up The Pitch Against The Caribbeans This Diwali Season



2 Tests



2nd Oct - 14th Oct

# The Toughest Bowling Lineup Meets The Fearless Era



**#2** Ranked ODI Team

**#3** Ranked T20 Team



3 ODIs | 5 T20Is

19th Oct - 08th Nov



**#1** Ranked ODI Team

**#1** Ranked T20 Team

# The Proteas' Relentless Pace And Unbreakable Grit Raise The Stakes



CHAMPIONS  
ICC  
TROPHY 2025 • PAKISTAN

Winners



Winners



ICC WORLD TEST  
CHAMPIONSHIP

#3<sup>rd</sup> Place



2 Tests | 3 ODIs | 5 T20Is

14th Nov - 19th Dec



Winners



Finalists



# Fierce Rivalry with the Black Caps Ready To Bring Out India's A-Game



**CHAMPIONS** ICC **Winners**  
TROPHY 2025 • PAKISTAN



3 ODIs | 5 T20Is

Jan - Feb 26



**CHAMPIONS** ICC **Finalists**  
TROPHY 2025 • PAKISTAN

# The India Cricket Season Is Full Of Festive Fervor

 <b>5 TESTS</b>	 <b>2 TESTS</b>	 <b>3 ODIs   5 T20Is</b>	 <b>2 Tests   3 ODIs 5 T20Is</b>	 <b>3 ODIs   5 T20Is</b>
<b>20<sup>th</sup> JUN – 4<sup>th</sup> AUG</b>	<b>2<sup>nd</sup> OCT – 14<sup>th</sup> OCT</b>	<b>19<sup>th</sup> OCT – 8<sup>th</sup> NOV</b>	<b>14<sup>th</sup> NOV – 19<sup>th</sup> DEC</b>	<b>11<sup>th</sup> JAN – 31<sup>st</sup> JAN</b>
<b>5 Weekends</b>	<b>2 Weekends</b>	<b>2 Weekends</b>	<b>3 Weekends</b>	<b>2 Weekends</b>
<b>Muharram</b> <b>Guru Purnima</b>	<b>Gandhi Jayanti</b> <b>Dussehra</b>	<b>Diwali</b> <b>Chhath Puja</b>	<b>Guru Nanak Jayanti</b>	<b>Lohri</b> <b>Makar Sankranti</b>

  
**38 Match Days Fall On Weekends/Festivals**



# Where Every Format Creates Real Impact

In **2**  
ODI Weeks



In **3**  
T20 Weeks



In **8**  
Test Weeks

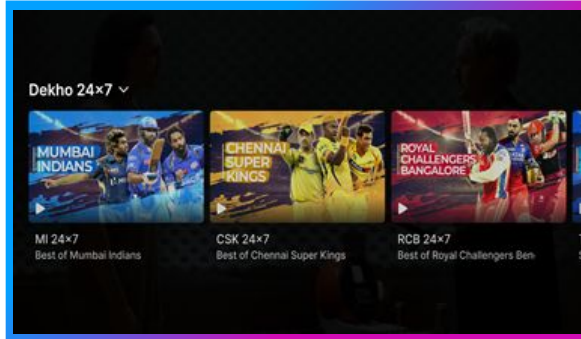


**VS**

Top Impact GEC Property

# Cricket Everywhere And So Much More

24 x 7 Channels



New Hero Stories



PPL Shows



Exclusive Content



# Every Format. Every Screen One Destination!

~750 Mn+  
Reach



LTV Reach  
(Projected)  
**330-370 Mn**



HH Reach  
(Projected)  
**340-360 Mn**



CTV Device Reach  
(Projected)  
**40 Mn**

# High Impact Integrations To Full Fledged Campaigns



Birla Opus Paints celebrate the colors of IPL across 37 match days with Indian Colors League



6 Legends of the game take on Googlies from Google in over 250+ creatives

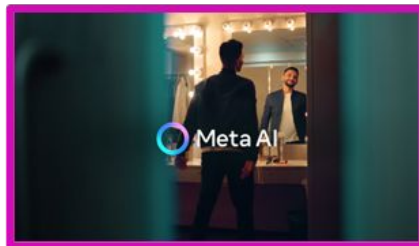
Larger Than Life Integrations



50+ Creatives bringing the "Campa Energy" to IPL



Raina & Jatinder's Quick Check On Matchday Essentials across 45 Match Days with Google Pay



MetaAI Makes The Life of Jatinder Simpler In Innovative Ways

CGI Creatives

Custom Made Campaigns



"Big Big Pizza" for "Big Big Matchdays" With Dominos



# Interactive Studio Segments To Social Interventions

Disney  
ADVENTURE



Mayanti Welcomes All Aboard The  
Disney Cruise Adventure

Saffola



Sanjay Manjrekar Is Back With Another  
Cheeky Ad With Saffola

Custom Made  
Campaigns

Social Media  
Activations

MUTUAL  
FUNDS  
Sahi Hai



Celebrating The "Sahi Hai Players"  
Of The Tournament Every Week



Cricket Analysis Re-Imagined  
With The Apple iPad

WINKIN'  
COW



Establishing "Cow Corner" As The  
New Cricket Lingo On IPL

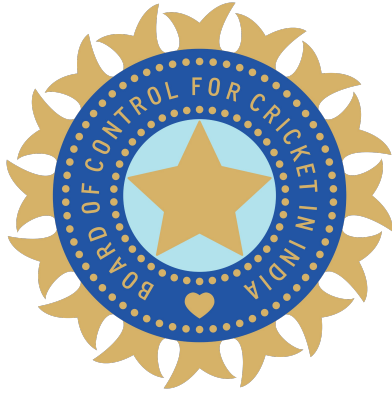
PETER ENGLAND



JioStar's Talent Dresses Sharp  
With Peter England's Range

In Studio  
Integrations

# Partnership Opportunities



**Co-Presenting**

**Associate**



**SEGMENT ON  
MATCH CENTRE LIVE**



**FEATURES ON LIVE**



**AD SPOTS ON  
LIVE AND PPL SHOW**



**PROMO TAGS**



# Contextual Features To Strengthen Brand Association On Live



## High Impact Features



Super 6s/4s



FOWs



Milestones



## Match Moment Interventions



Winning Moment



Closer To Live



Strategic Timeout



## Strategic Features



Super Start



Extras



Saves

# Leveraging Super 4s To Drive High-impact Brand Visibility Throughout The Season

**450 - 480 Mn+**

**Projected Reach  
Throughout The Season**

**High Impact  
Association**

**Creative  
Flexibility**

**Maximum  
Attention**



**Similarly, Other Features Like Super 6, Milestones, And Strategic Interventions  
Can Create Disproportionate Impact Throughout The Season**

# Cricket Live - India's No.1 Impact Show



410 - 430 Mn+  
Reach

Throughout The Season



## Opportunities of Association



Integrated  
Co-Branded Promo



Opening & Closing  
Stings / Wipes



Verbal  
Mentions

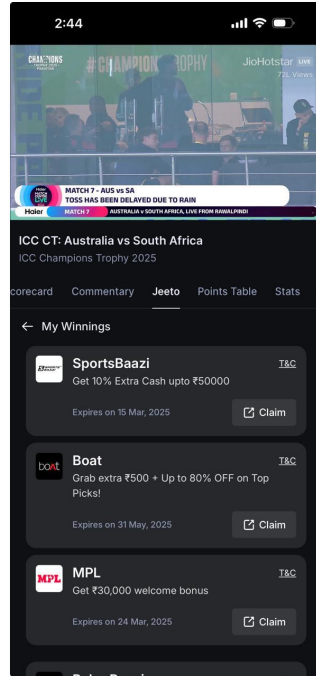
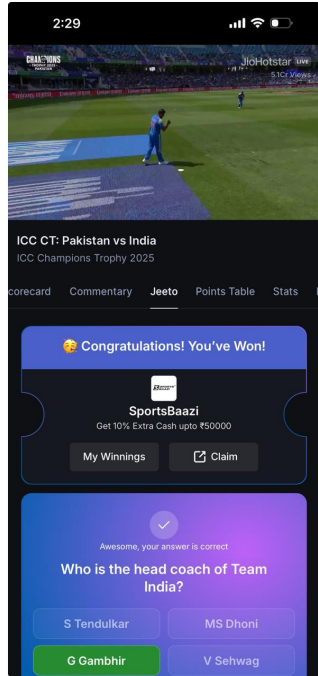
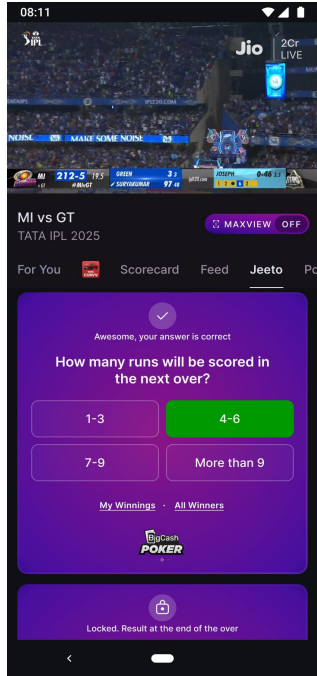


Match  
Graphics

And More...

# The Game Changing Play Along Game

## Transforming Live Cricket Engagement Into Brand Power



**JEETO DHAN DHAN** 100 Mn+ Reach  
Throughout The Season



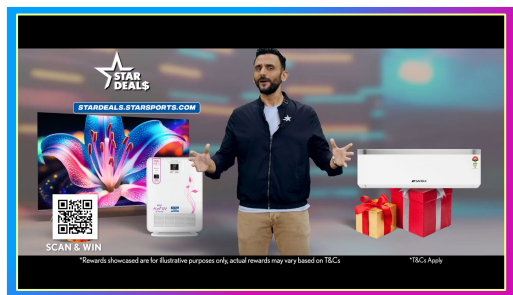
# Boost Performance By Getting TV Viewers To Engage, Interact & Win On The Second Screen



Scan / Type

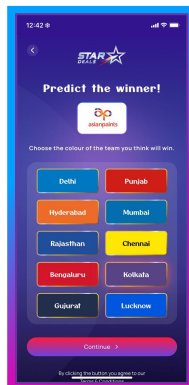


Stardeals.star.com

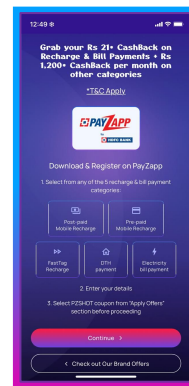


Revolutionizing The Way Viewers Engage With Tv Ads

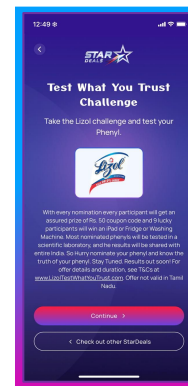
Drive Engagement With Viewers



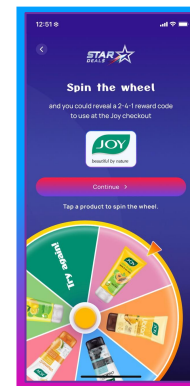
Drive Downloads



Lead Directly To Action



Drive Purchase



Rewards





# Constant Advertising Across Tournaments Drives Consistent Brand Uplift

Uplift From Multi- Vs Single-Tournament Campaigns



1.4X ↑



Awareness

4X ↑



Message  
Association

3X ↑



Purchase  
Intent



# Brands Fare Substantially Better Advertising On Sports Across Both LTV & Digital Vs. Only One Platform



**2.5x Brand Awareness** Showcasing The Combined Platform's Superior Reach And Effectiveness In Driving Brand Salience



**1.9x Brand Consideration** Showcasing Deeper Consumer Engagement



**1.4x Purchase Intent** Driving Sales



**1.7x Search Volumes** Driving Better Lower Funnel Performance



**Broad Appeal** Highlighted By >2X Awareness Among Males And Females Respectively Across Town Classes

# But The Action Doesn't Stop There

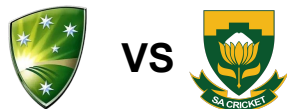
## A Blockbuster Non-India Cricket Calendar Lined Up



Total Days	Tests	ODIs	T20Is
114	5	3	86

# But The Action Doesn't Stop There

## A Blockbuster Global Cricket Calendar Lined Up



3 T20Is, 3 ODIs

10 Aug - 24 Aug



5 Tests

21 Nov - 8 Jan 26



5 T20Is

27 Jan - 06 Feb 26



The Biggest Rivalry



The Oldest Test Rivalry



Last Mile Before T20 WC

Impact Means

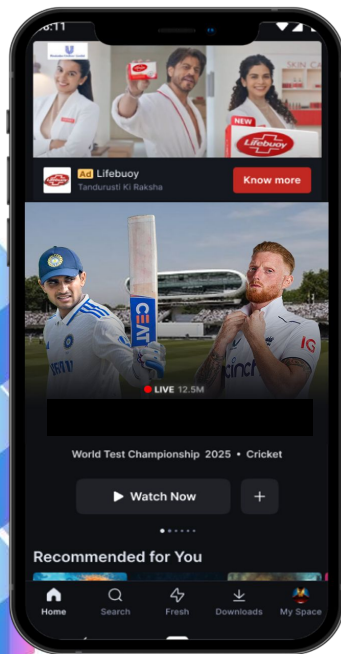




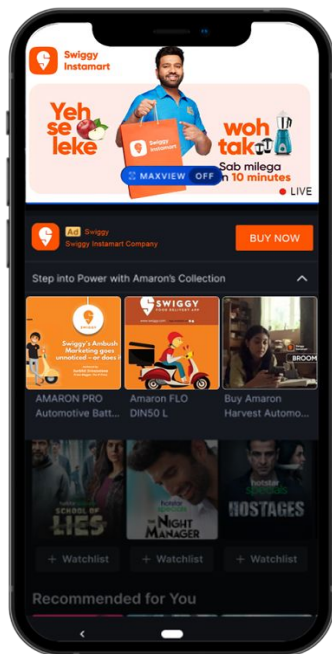
# Annexure



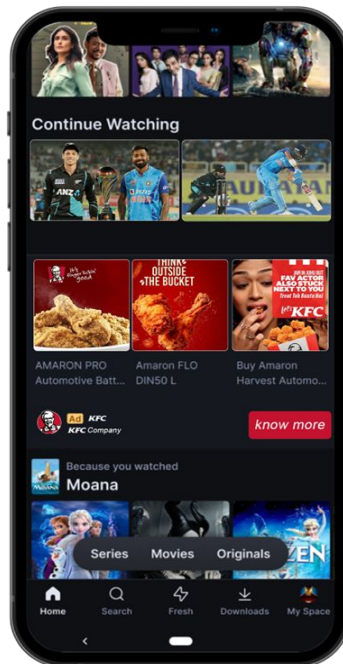
# Engaging Ad Assets



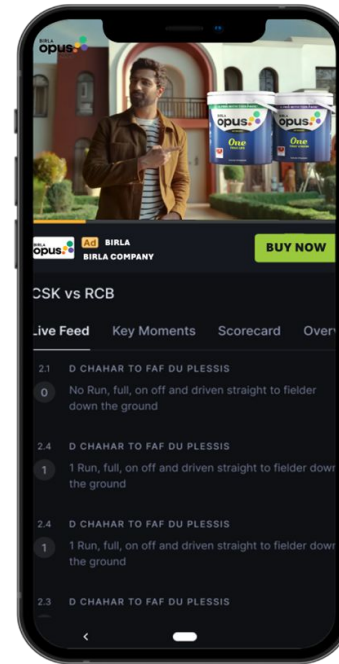
Mastheads



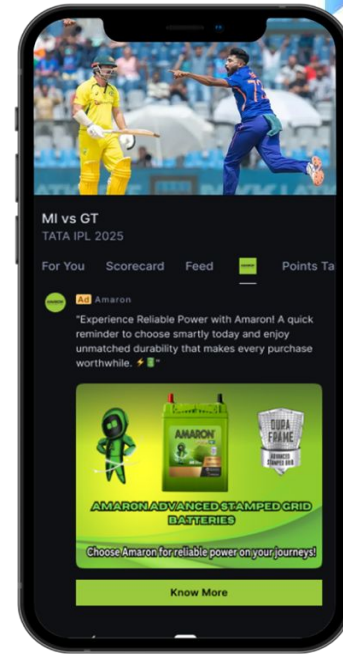
Fence Ads



Frame Ads



Midrolls

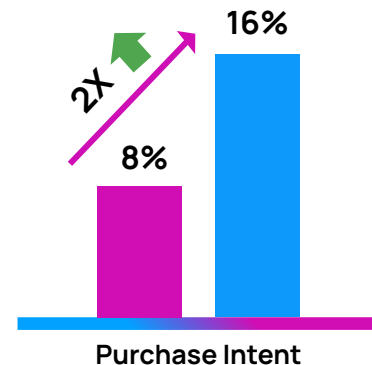
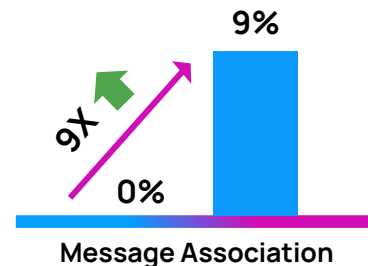
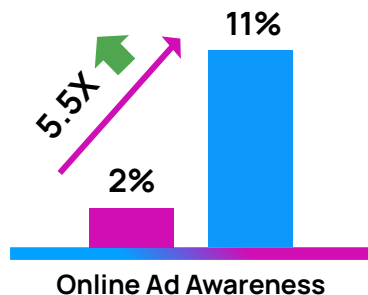
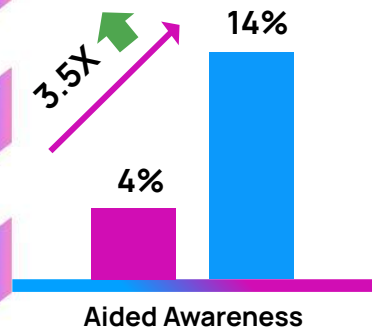


Branded Cards

# Consistent Advertising Across Tournaments Helped Policybazaar Drive Strong Brand Traction

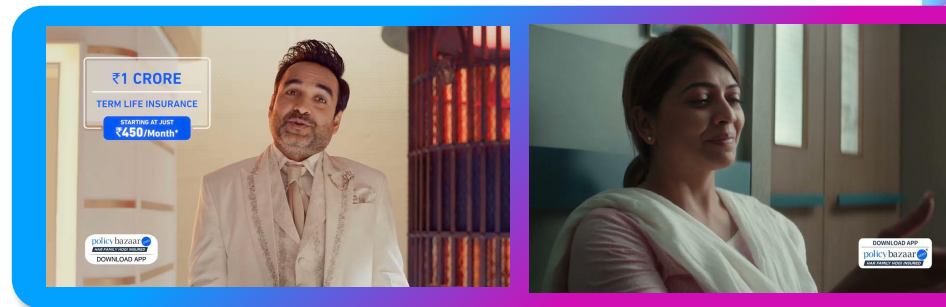


## Performance Across Brand Metrics



WI vs Ind '23

IPL'24

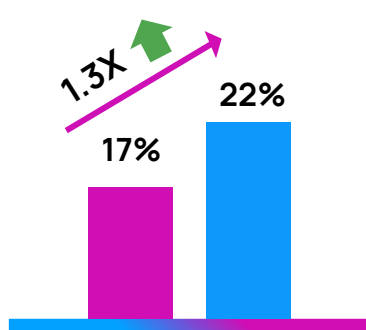


# Case Study: JSW Cement's Presence Across All Platforms

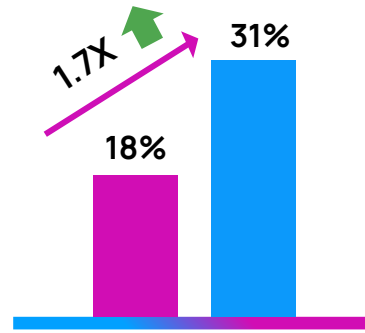
## Drove ~1.5x More Uplift Vs Single Platform



### Performance Across Brand Metrics



Online Ad Awareness



Purchase Intent

CTV During BGT'24) (Ind vs Aus)

CTV + HH + LTV during Ind vs Eng'25

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