

Now, IPL team owners bring own brands to sponsor teams

...And Mr Mallya's Flagship Brands Feature In More Than Half Of 8 Teams As Beverage Or Pouring Sponsors

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THOUGH the IPL team owners may be grappling with lesser viewership ratings, its not holding them back to promote their teams in the multi-crore advertising world.

It's been raising sponsorship deals for team owners who were trying hard to break even when the tour was shifted overseas. However, in some cases it's the team owners themselves sponsoring their teams to generate revenues.

In the latest sponsorship deal, team owners of Kings XI Punjab have tied up with UK-based Typhoo Tea, a 100 year-old brand exported to 39 countries the world over, as an official team sponsor. In India, Typhoo is marketed by the packaged tea wing of the Apeejay Surrendra Group, Apeejay Typhoo Tea Private Ltd, headquartered in Delhi. Interestingly, the company belongs to one of the team's co-owners - Karan Paul.

This is the second case with Kings XI Punjab. Earlier, when the team announced its sponsors before leaving for South Africa, one of the key sponsors included Dabur - the company owned by another co-owner, Mohit Burman.

Apeejay Surrendra Group chairman Karan Paul says that it created a unique brand synergy. "The synergies between our brand Typhoo and my cricket team - Kings XI Punjab - are many. Both are energetic and



BRAND SYNERGIES

- ▶ **RIL** that owns Mumbai Indians is one of the prime sponsors of team
- ▶ **Deccan Chargers** also shares the same antecedents with the Deccan Group that has interests in the media circuit. Its Deccan Chronicle sponsors the team
- ▶ **SRK's Kolkata Knight Riders** banks on brand SRK as companies that have Mr Khan as brand ambassador have also sponsored his team

dynamic, and through this partnership I am confident we as a team will be a force to reckon with in season 2 of Indian Premier League," says Mr Paul. Mr Burman had told ET before the sponsors were announced that his company, Dabur, would take a keen interest in sponsoring Kings XI Punjab. At the moment, Kings XI Punjab has 10 sponsors which include Gulf Oil, Pepsi's Nimbooz, Netlinkblue, Reebok, Springbok International,

al, Royal Challenge and Orbit. The case of Kings XI Punjab is not isolated. Team owners have brought brand synergies to the fore in the second season of the Indian Premier League. India's biggest conglomerate Reliance Industries Ltd that owns Mumbai Indians is also one of the prime sponsors of the team besides Idea Cellular and Master Card. Hyderabad's Deccan Chargers also share the same antecedents with Deccan Group that has interests in the media circuit. It not only owns the team but also among the premier sponsors. Its print venture Deccan Chronicle sponsors the team along with bookstore brand Odyssey and Parag.

Shah Rukh Khan's Kolkata Knight Riders banks on brand SRK itself as companies that have Mr Khan as a brand ambassador or share an association with him have also sponsored his team. These include Finnish cell-phone manufacturer Nokia and men's suiting brand Belmote.

But the biggest instance comes from Bangalore Royal Challengers that is owned by liquor baron Vijay Mallya who is synonymous with the UB Group. Not only does Mr Mallya's company sponsor his own team, his company's flagship brands Kingfisher and Royal Challenge feature in more than half of the eight teams as beverage or pouring sponsors.