

Test Case

“Indian Premier League”

“Transition from Successful Marketing Mix into Sustainable Competitive Advantage”¹

Introduction:

Since Indian domestic cricket was dead as far as viewership is concerned, nearly a year prior to launch of IPL, BCCI think tank led by Top management was thinking of new ways of bringing about some innovations so as to revive the Indian domestic cricket. Looking at the craze of T20 (Twenty over cricket per-side cricket match) in England they decided to launch the similar format in India but they were about to face their biggest surprise in the form of Subhash Chandra’s ICL (Indian cricket league, a rival cricket league to BCCI started by Essel Group backed by Subhash Chandra) launched in January 2008. This was very similar to what Kerry Packer (an Australian businessman) did by bringing up the concept of Limited-over internationals and coloured clothing in his rival cricket league and jolted the international cricket administration in 1977. But how IPL emerged as the clear winner in the year of its inception? The Challenges Which IPL Will Face in the long run is:

Does IPL have Sustainable Advantage? Whether the Positioning of IPL will be on similar lines as a Realty Shows? (Famous Harbhajan Slap Issue)The Challenges Ahead from Sponsors also how will they achieve their break even? Does Too Much of Cricket will affect IPL? How Franchisess can offer differentiation to target the right audience?

Commercialisation of IPL:

Indian Premier League (IPL) has defined a new set of paradigm to do business in the Indian landscape. This was bound to happen some day, looking at the craze for the cricket in this country. IPL is not a yet another cricket extravaganza but an event where money is spinned around with many different angles and a lot many stakes are involved in it. IPL has corporatized the cricket in a unique way. It has added a new dimension of marketing and branding the sports in India. IPL is a business

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which has big economy of scale. You can't expect to be profitable right from the beginning unless and until God is favouring you. But it's very lucrative. India has seen the success of different businesses and the organisations or entrepreneurs running them and now it is the turn of IPL. Overall IPL itself has become a big brand under the leadership of Top management and it is a matter of interest that how it has been done as compared to the failure of its rival league ICL. The Value Positioning of IPL is "Fast and Quick Entertainment" Which has its own pros and cons according to the test and 50-50 Over Cricket Fraternity.

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