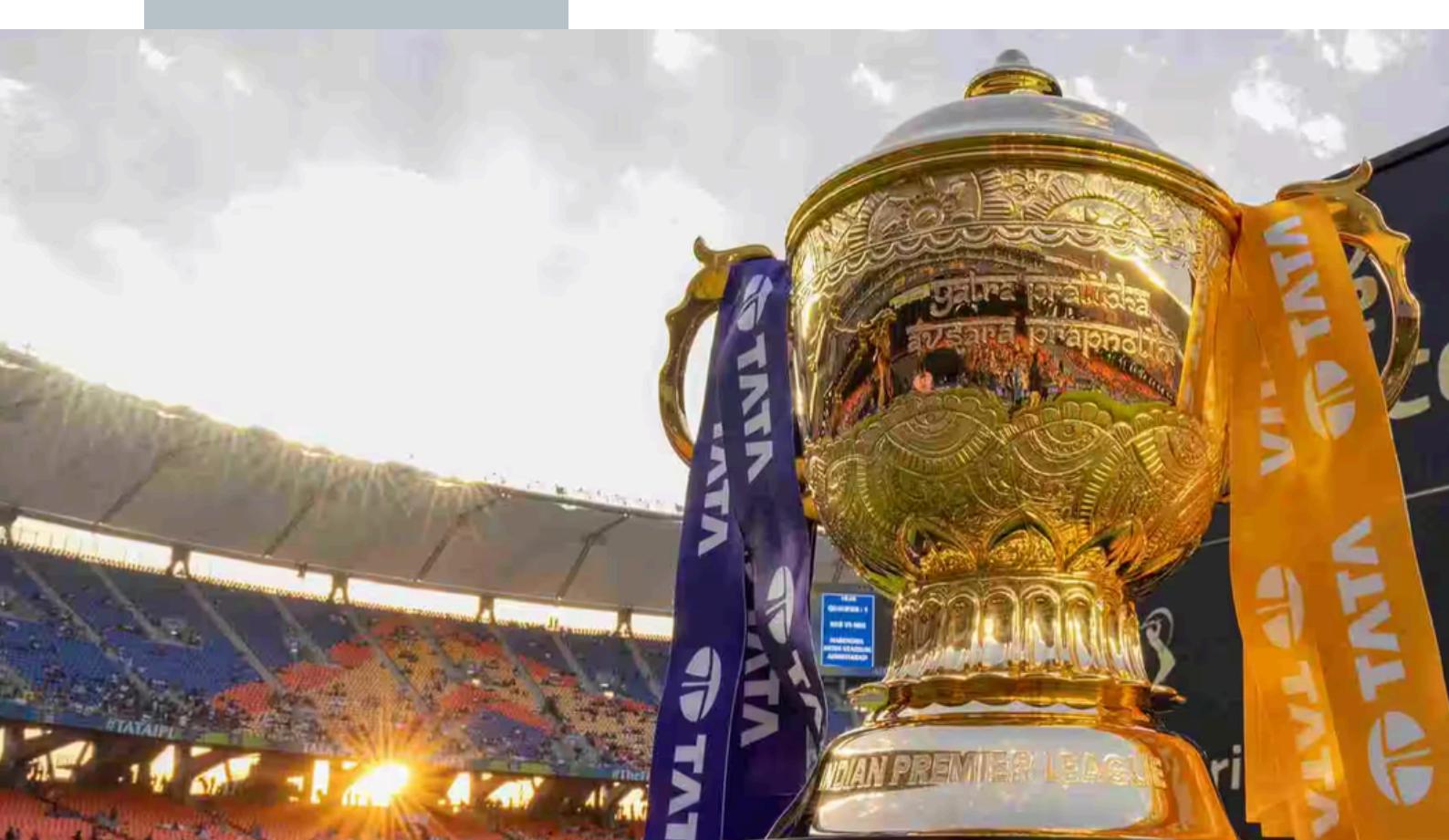


INDIAN PREMIER LEAGUE

DECODING THE SEASON ON AND OFF THE FIELD

2025



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RESEARCH REPORT

A report of the 2025 Indian Premier League season to assess each team's chances of success and their off-field metrics for potential brand partnerships.

ABOUT THE REPORT

This report offers a comprehensive analysis of the Indian Premier League (IPL) teams as they prepare for the upcoming season. By examining both on-field performance metrics and off-field factors, it provides a holistic view of each team's strengths and weaknesses, offering insights into how these could influence their overall performance by the season's end.

Covering aspects such as squad strength, past performance, fan engagement and player popularity, this report delivers a detailed outlook on each team's potential trajectory for the season.

The purpose of this report is to guide brands in identifying which teams are poised for success as the season kicks off from a market agnostic viewpoint. Teams well-positioned for victory will offer maximum value to sponsors and partners, and this report aims to give brands a strategic advantage as they plan their sponsorship engagements.

ANALYSIS OF THE INTERPLAY
BETWEEN ON-FIELD ACTION
AND OFF-FIELD FACTORS





METHODOLOGY

ANALYSIS CRITERIA

The report evaluates each team based on, on-field and off-field criteria. Each criterion assesses the teams using specific factors designed to fairly judge their strengths in that area.

ON-FIELD CRITERIA

Squad strength
Head coach
League performance
Titles

OFF-FIELD CRITERIA

Digital following
Digital engagement
Player popularity
TV Reach
Fan Engagement

WEIGHTED SCORING SYSTEM & RANKING

After evaluating each team across each individual criteria, the teams are ranked based on their performance in each category. Once the rankings for all criteria are assigned, each criterion is given a specific weight, and a weighted average score is calculated for each team.

Based on these weighted average scores, the teams are then assigned a final on-field and off-field rank.

*Criteria based methodology in annexure.

CHENNAI SUPER KINGS

ON-FIELD
RANKING

Squad Strength

6

Head Coach

1

OFF-FIELD
RANKING

Digital Following

1

Digital Engagement

1

League Performance

4

Titles

1

Player Popularity

3

TV Reach

1

Fan Engagement

10

On-Field Rank

3

Off-Field Rank

2



- Alongside Mumbai Indians, CSK is one of the most successful in IPL history but had an underwhelming campaign last season, failing to reach the playoffs.
- Off the field, the team excels in digital presence, engagement, and player popularity metrics.
- However, it falls short in fan and community engagement, with limited digital and on-ground activities throughout the year.

DELHI CAPITALS



ON-FIELD RANKING

Squad Strength

3

Head Coach

8

League Performance

7

Titles

7

On-Field Rank

4

Off-Field Rank

6

OFF-FIELD RANKING

Digital Following

5

Digital Engagement

9

Player Popularity

5

TV Reach

7

Fan Engagement

3



- The team enters the season aiming to break a three-year playoff drought, relying on its revamped squad to secure a top-four finish.
- With a mid-table ranking in digital following and player popularity, DC will look to strengthen its brand value and market appeal.
- Off the field, the team faces challenges, primarily due to the dynamics of its home market and a historically fragmented fan base.

GUJARAT TITANS

ON-FIELD
RANKING

Squad Strength

2

League Performance

2

On-Field Rank

2

Off-Field Rank

5

Head Coach

3

Titles

4

OFF-FIELD
RANKING

Digital Following

9

Digital Engagement

7

Player Popularity

4

TV Reach

3

Fan Engagement

2



- Gujarat Titans enter the season as a strong contender, ranking second overall in on-field performance, supported by a well-balanced squad and head coach.
- Despite their competitive strength on the field, the team struggles with its digital presence, ranking ninth in digital following and seventh in engagement.
- The team ranks second in fan engagement, through expanded outreach and activations that enhance its off-field impact.

KOLKATA KNIGHT RIDERS



ON-FIELD RANKING

Squad Strength

7

Head Coach

4

League Performance

4

Titles

3

On-Field Rank

7

Off-Field Rank

5

OFF-FIELD RANKING

Digital Following

4

Digital Engagement

6

Player Popularity

8

TV Reach

5

Fan Engagement

1



- With an overall on-field ranking of 7, despite a respectable league performance history and a well-rated head coach, squad strength remains a concern.
- The team ranks 4th in digital following but lags in player popularity and digital engagement, indicating room for improvement.
- KKR leads the league in fan engagement, through consistent outreach and strategic activations could enhance their overall brand impact.

LUCKNOW SUPER GIANTS

ON-FIELD
RANKING

Squad Strength

10

Head Coach

8

OFF-FIELD
RANKING

Digital Following

10

Digital Engagement

10

League Performance

4

Titles

7

Player Popularity

9

TV Reach

6

On-Field Rank

10

Off-Field Rank

10



- The team enters the season with the lowest on-field ranking, reflecting concerns over squad strength and head coach rating.
- Lucknow ranks last in both digital following and digital engagement, showing a need for stronger online strategies to grow their fan base and market appeal.
- With a 7th-place ranking in fan engagement, the team must build platforms to engage with fans and showcase value to potential partners.

MUMBAI INDIANS



ON-FIELD RANKING

Squad Strength

1

Head Coach

2

League Performance

9

Titles

1

On-Field Rank

1

Off-Field Rank

1

OFF-FIELD RANKING

Digital Following

2

Digital Engagement

3

Player Popularity

2

TV Reach

2

Fan Engagement

5



- Mumbai Indians enter the season as the top-ranked team on the field, making them strong contenders for the title.
- With a 1st-place overall off-field ranking, reinforcing its status as one of the league's most marketable franchises.
- The team finished bottom of the table in 2022 and 2024 and will look to find consistency to build on their strong metrics.

PUNJAB KINGS



ON-FIELD RANKING

Squad Strength

4

Head Coach

5

League Performance

9

Titles

7

On-Field Rank

5

Off-Field Rank

7

OFF-FIELD RANKING

Digital Following

6

Digital Engagement

2

Player Popularity

7

TV Reach

10

Fan Engagement

5



- Despite good recruitment and a competent head coach, Punjab Kings will need to overcome their poor league performance history to make a playoff push.
- The team ranks 7th overall off the field, with particularly low TV reach and player popularity, indicating challenges in broadening their audience and brand appeal.
- While their digital following is mid-table, their digital engagement ranking suggests a need for more compelling content and fan interaction strategies.

RAJASTHAN ROYALS



ON-FIELD RANKING

Squad Strength

9

Head Coach

7

League Performance

1

Titles

4

On-Field Rank

8

Off-Field Rank

8

OFF-FIELD RANKING

Digital Following

8

Digital Engagement

3

Player Popularity

10

TV Reach

8

Fan Engagement

3



- Despite a 1st-place ranking in league performance, Rajasthan Royals struggle with their squad strength, which could be a concern in the upcoming season.
- The team ranks 8th in overall off-field performance, with low player popularity and TV reach, showcasing a need to build a more recognisable brand.
- While the team has a mid-table digital following, they rank high in fan engagement, conducting several engagements across the year for fans.

ROYAL CHALLENGERS BENGALURU



ON-FIELD RANKING

Squad Strength

8

Head Coach

8

League Performance

3

Titles

7

On-Field Rank

9

Off-Field Rank

3

OFF-FIELD RANKING

Digital Following

3

Digital Engagement

5

Player Popularity

1

TV Reach

4

Fan Engagement

7



- RCB ranks 9th in on-field performance, largely due to an erratic auction and leaving the side lacking in key areas.
- With a 1st-place ranking in player popularity, RCB has some of the league's biggest stars. However, their digital engagement is lower than expected.
- Despite ranking 4th in TV reach, RCB has yet to translate its massive fan base into consistent on-field success, still chasing their elusive first title.

SUNRISERS HYDERABAD



ON-FIELD RANKING

Squad Strength

5

League Performance

7

On-Field Rank

6

Off-Field Rank

9

Head Coach

6

Titles

4

OFF-FIELD RANKING

Digital Following

7

Player Popularity

6

Digital Engagement

8

TV Reach

9

Fan Engagement

9



- With a 6th-place on-field rank, Sunrisers Hyderabad has a fairly balanced squad but their league performance indicates inconsistency in results.
- The team ranks 9th in off-field performance, mainly due to low TV reach and fan engagement.
- Despite reaching the final last year, Sunrisers Hyderabad has struggled with consistency, indicating the need for better recruitment and fan engagement.

ANNEXURE

ON-FIELD CRITERIA

- **Squad Strength:** This criterion assesses each team's squad for the current season, focusing on their readiness for success. The analysis was done using data from reputed publications that ranked the squads post the recently concluded player auction.
- **Head Coach:** The head coach's experience and capability were assessed, with special consideration for their performance in the previous seasons. They were scored basis their experience, league position and trophies won.
- **League Performance:** The league performance of each team over the last three seasons was evaluated. Teams were scored based on their league position across these seasons, with the average league position determining their rank.
- **Titles:** Teams are assessed on the number of titles they've won over the course of their IPL journey.

ANNEXURE

OFF-FIELD CRITERIA

- **Digital Following:** The total social media following (Instagram, Facebook, X) of each team was calculated to determine their rank.
- **Digital Engagement:** Each team's social media engagement was assessed based on 3 key data points:
 - Instagram engagement rate
 - Social conversations
 - Search volumes
- **Player Popularity:** The cumulative Instagram following of the top 5 players from each team was calculated to rank this criteria.
- **TV Reach:** BARC data was used to measure the TV reach of each franchise to rank based on this criteria.
- **Fan Engagement:** Teams were ranked based on the number of fan and community activities they execute across the calendar year.

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