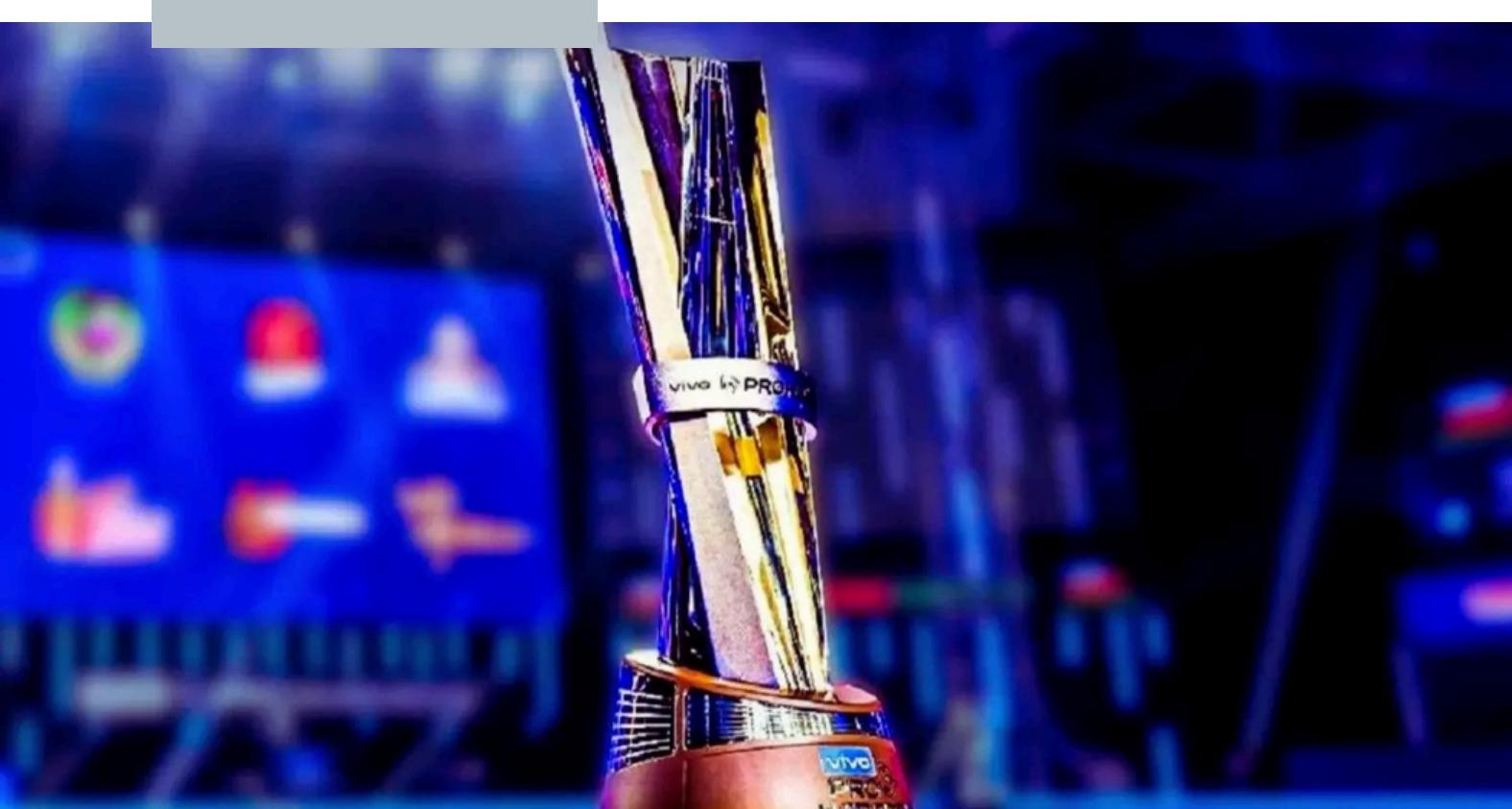


PRO KABADDI LEAGUE 2024-25

DECODING THE SEASON ON AND OFF THE MAT



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RESEARCH REPORT

A report of the 2024-25 Pro Kabaddi League season to assess the teams' chances of success and their attractiveness as potential partners for brands.

ABOUT THE REPORT

Pro Kabaddi League 2024-25: Decoding the Season On and Off the Mat offers a comprehensive analysis of the Pro Kabaddi League (PKL) teams as they gear up for the upcoming season. By examining both on-mat performance metrics and off-mat factors, it provides a holistic view of each team's strengths and weaknesses, offering insights into how these could impact their overall performance by the season's end.

Covering aspects such as squad strength, historical performance, digital metrics, sponsorships, and management stability, 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, offering 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-MAT ACTION AND
OFF-MAT FACTORS.





METHODOLOGY

ANALYSIS CRITERIA

The report evaluates each team based on 10 criteria. Each criterion assesses the teams using specific factors designed to fairly judge their strengths in that area.

1. Squad strength
2. Management
3. Head coach
4. League performance
5. Titles
6. Digital following
7. Digital engagement
8. Sponsorship portfolio
9. Player popularity
10. Fan & Community Engagement

WEIGHTED SCORING SYSTEM & RANKING

After evaluating each team across 10 individual criteria, the teams are ranked from 1 to 12 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 rank, which determines their overall position in the report.

*Criteria based methodology in annexure.

**A equal to icon '=' is used to denote an equal ranking.

BENGAL WARRIORZ



ON-MAT RANKING

Squad Strength

1=

Management

3

OFF-MAT RANKING

Digital Following

7

Digital Engagement

1

Head Coach

11

League Performance

10

Sponsorship Portfolio

8=

Player Popularity

5

Titles

5

Community & Fan Engagement

9=



Weighted Average Score

5.90

Overall Rank

5

- The Bengal franchise led the league in raid points last season and aims to maintain that dominance, with their attack ranked 1st. They've also further strengthened their defence by signing Fazel Atrachali.
- With a strong squad in place, the team is well-positioned for a playoff push. However, their off the mat performance remains mid-tier, presenting a significant opportunity to enhance offline fan engagement initiatives.

BENGALURU BULLS

**ON-MAT
RANKING**

Squad Strength

1=

Management

4

Head Coach

4

League Performance

4=

Titles

6**OFF-MAT
RANKING**

Digital Following

1

Digital Engagement

2

Sponsorship Portfolio

8=

Player Popularity

2

Community & Fan Engagement

1

Weighted Average Score

3.15

Overall Rank

1

- After a rare off-season following consistent playoff runs, the team has addressed its primary weakness by bolstering its attack.
- Off the mat, the team shines in digital following and engagement metrics, with their star player boasting the second highest social media following as well.
- Additionally, the team is highly active in the community, regularly hosting events throughout the year.

DABANG DELHI K.C.

ON-MAT
RANKING

Squad Strength

5=

Management

6

OFF-MAT
RANKING

Digital Following

6

Digital Engagement

6

Head Coach

10

League Performance

3

Sponsorship Portfolio

5=

Player Popularity

4

Titles

4

Community & Fan Engagement

5=



Weighted Average Score

5.35

Overall Rank

4

- The team has consistently reached the playoffs since Season 6, which is reflected in their high league performance ranking.
- While they rank 2nd in attack, their overall squad strength suffers due to a poor defensive ranking, placing them 10th in that category.
- Off the mat, the team boasts a popular player group but ranks mid-table in terms of digital following and engagement.

GUJARAT GIANTS



ON-MAT RANKING

Squad Strength

11

Management

7

Head Coach

5

League Performance

4=

Titles

8=

OFF-MAT RANKING

Digital Following

10

Digital Engagement

12

Sponsorship Portfolio

12

Player Popularity

11

Community & Fan Engagement

2=



Weighted Average Score

8.40

Overall Rank

12

- The team had a strong push to end the previous season however ranked 10 overall in raid points - a trend that could continue given they are ranked 11 in the squad strength criteria.
- Off the mat, the team struggles in the digital following, engagement and player popularity criteria which are key factors brands will consider when evaluating partnership opportunities.

HARYANA STEELERS



**ON-MAT
RANKING**

Squad Strength

3

Management

5

**OFF-MAT
RANKING**

Digital Following

12

Digital Engagement

4

Head Coach

6

League Performance

7

Sponsorship Portfolio

1=

Player Popularity

8

Titles

8=

Community & Fan Engagement

9=



Weighted Average Score

6.20

Overall Rank

7

- Last seasons runners up had their most successful season yet in the PKL primarily owing to their strong defence that they have retained for this season and ranks 1st under the squad strength criteria.
- As a part of the JSW Sports group, they boasted a strong portfolio of partners in season 10 however their digital following and community engagement activities are lacking as they look forward to season 11.

JAIPUR PINK PANTHERS



ON-MAT RANKING

Squad Strength

9

Management

1

Head Coach

2

League Performance

2

Titles

2

OFF-MAT RANKING

Digital Following

5

Digital Engagement

5

Sponsorship Portfolio

1=

Player Popularity

6

Community & Fan Engagement

9=

Weighted Average Score

4.60

Overall Rank

2=

- They finished 2nd in the league stage last season due to a balanced attack and defence, but after the auction, their squad has lost quality players and lacks the experience of last year.
- Off the mat, the team ranks mid-table across several categories but benefits from the star power of their owner, Abhishek Bachchan, offering potential partners added visibility.

PATNA PIRATES

ON-MAT
RANKING

Squad Strength

12

Management

2

OFF-MAT
RANKING

Digital Following

2

Digital Engagement

10

Head Coach

8

League Performance

4=

Sponsorship Portfolio

5=

Player Popularity

10

Titles

1

Community & Fan Engagement

5=



Weighted Average Score

6.40

Overall Rank

8

- The most successful team in PKL history based on titles won has lost key players in the auction, and their squad now lacks experience, giving them the lowest squad strength ranking.
- Off the mat, the team performs averagely; despite having a high digital following, they rank low on digital engagement and player popularity metrics for the upcoming season.

PUNERI PALTAN



ON-MAT RANKING

Squad Strength

8

Management

8

Head Coach

1

League Performance

1

Titles

3



OFF-MAT RANKING

Digital Following

3

Digital Engagement

9

Sponsorship Portfolio

1=

Player Popularity

3

Community & Fan Engagement

9=

Weighted Average Score

4.60

Overall Rank

2=

- Last season's champions are coming off an unprecedented campaign, scoring 96 points in the regular season, the highest in the history of the league. The team is set for another strong campaign, having retained their core players, except for their top defender from last season.
- Off the mat, the team boasts a strong digital following and player popularity, securing the 2nd overall rank.

TAMIL THALAIYAS

**ON-MAT
RANKING**

Squad Strength

5=

Management

10**OFF-MAT
RANKING**

Digital Following

9

Digital Engagement

7

Head Coach

12

League Performance

9

Sponsorship Portfolio

8=

Player Popularity

7

Titles

8=

Community & Fan Engagement

2=

Weighted Average Score

7.45

Overall Rank

10

- The team has retained their strong defence from the previous season while addressing their weak attack by bringing in Sachin Tanwar, the most expensive buy of the auction.
- Off the mat, the team ranks mid-table across several criteria but actively conducts community and fan engagement events throughout the year, offering potential value to partners.

TELUGU TITANS

**ON-MAT
RANKING**

Squad Strength

5=

Management

11**OFF-MAT
RANKING**

Digital Following

8

Digital Engagement

3

Head Coach

3

League Performance

12

Sponsorship Portfolio

8=

Player Popularity

1

Titles

8=

Community & Fan Engagement

5=

Weighted Average Score

6.10

Overall Rank

6

- After finishing at the bottom of the table for the past three seasons, the team adopted an aggressive auction strategy and recruited well, earning them a squad strength rank of 5.
- The team fares well on the digital engagement and player popularity metrics, key factors that can be leveraged by potential partners who are keen on engaging the south market.

U MUMBA



ON-MAT RANKING

Squad Strength

3

Management

12

OFF-MAT RANKING

Digital Following

4

Digital Engagement

8

Head Coach

9

League Performance

11

Sponsorship Portfolio

5=

Player Popularity

9

Titles

7

Community & Fan Engagement

2=

Weighted Average Score

6.55

Overall Rank

9

- After three consecutive seasons without making the playoffs, the team has bolstered its defence through smart recruitment in the auction, though their attack still lacks quality and depth.
- The team excels in digital following and player popularity, and conducts various grassroots and scouting initiatives, offering integration opportunities for potential partners.

UP YODHAS



ON-MAT RANKING

Squad Strength

10

Management

9

Head Coach

7

League Performance

8

Titles

8=

OFF-MAT RANKING

Digital Following

11

Digital Engagement

11

Sponsorship Portfolio

1=

Player Popularity

12

Community & Fan Engagement

5=

Weighted Average Score

8.25

Overall Rank

11

- The team missed the playoffs for the first time since their PKL debut and has revamped their lineup, releasing experienced players for emerging talents, resulting in a 10th-place rank in squad strength.
- Despite having a strong brand portfolio last season, the team lags in digital following, digital engagement, and player popularity metrics, ranking 11th in each of them.

ANNEXURE

CRITERIA

- **Squad Strength:** This criterion evaluates each team's readiness for the season through a three-step process:
 - Player Categorization: Players are classified as attackers or defenders, with their total matches and points scored in their PKL career taken into account.
 - Score Calculation: Each team's average attacking and defensive scores are calculated, resulting in separate ranks.
 - Final Ranking: The ranks for attacking and defensive scores are combined to determine the final squad strength ranking.
- **Management:** This criterion assesses the stability and commitment of each team's management and ownership. A rank was given to each team in consultation with a reputed Kabaddi journalist based on the listed criteria.
- **Head Coach:** The experience and capability of the head coach are key. Coaches with prior PKL experience are ranked based on titles won and their historical league performance. New coaches are evaluated on their CVs and previous roles, such as assistant coaching positions.
- **League Performance:** This criterion evaluates each team's performance over the last three seasons. Teams are scored based on their league positions during these seasons, with the total score determining their rank.
- **Titles:** Teams are assessed on the number of titles they've won, with more recent victories carrying greater weight in determining the ranking.

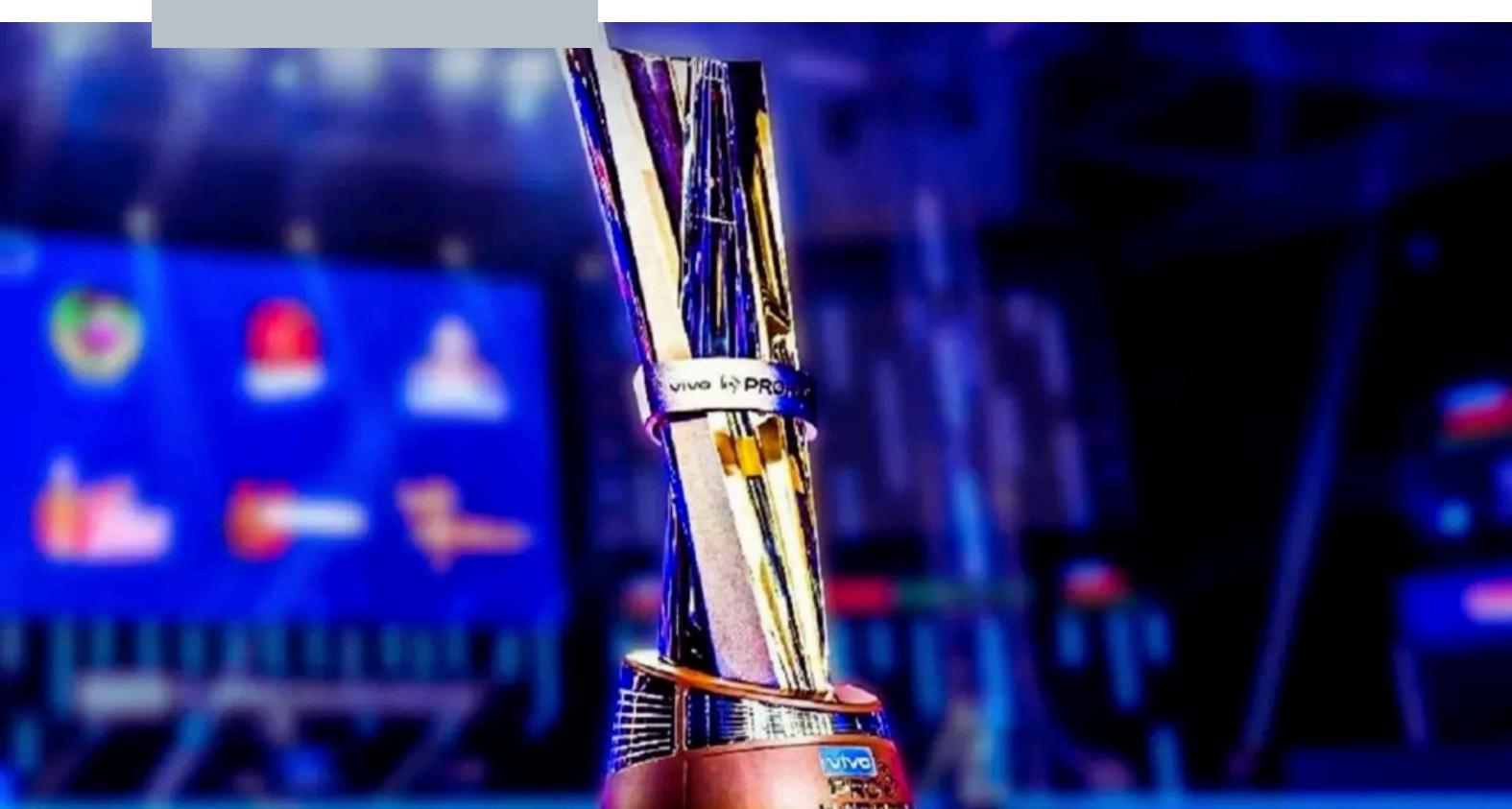
ANNEXURE

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 on Instagram was analyzed using an independent third-party resource, which provided rankings based on engagement metrics.
- **Sponsorship Portfolio Quality:** Each team's sponsorship portfolio for the 2023-24 season was assessed and categorised into three tiers, considering the impact of partner quality:
 - Tier 1: National brands
 - Tier 2: Local/state-specific brands
 - Tier 3: Barter or ownership-associated partners
- **Player Popularity:** To measure the influence of top players in each team, this criterion focused on players with the highest social media following (Instagram). It highlights the additional value these players can bring to partners through their popularity.
- **Community & Fan Engagement:** Teams were ranked based on the number of activation and engagement opportunities they provide to sponsors during both the season and off-season. This included fan events and community outreach initiatives.

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