



IPL 2022

The annual report on the most valuable and strongest Indian Premier League brands
December 2022

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Foreword.



David Haigh
Chairman & CEO,
Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity, to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

A stack of papers is shown in a grayscale, slightly blurred perspective. A dark blue rectangular overlay is positioned in the upper left quadrant, containing the text "Executive Summary." in a bold, white, sans-serif font. The papers in the background are stacked and slightly offset, creating a sense of depth and volume.

Executive Summary.

Indian Premier League continues excellent innings with System Value up 77%, Mumbai Indians remain #1

- + **IPL's** aggregate system value has risen by 77% year on year, boosted by the new media rights auction and addition of two new teams, reaching a total brand value of US\$8.4 billion
- + **Mumbai Indians** retains its top position despite on-field performance. MI is spreading its wings globally, paving way for a truly global **T20** franchise brand
- + **Royal Challengers Bangalore** proves to be the strongest IPL brand and gains two ranks to become the 4th most valuable IPL brand
- + Fastest growing brand value is **Rajasthan Royals**, up 78%
- + **Kolkata Knight Riders** and **Chennai Super Kings** are the 2nd and 3rd most valuable IPL brands
- + IPL 2022 winner, and new brand, **Gujarat Titans** is already the 3rd strongest IPL brand

Brand Value & Brand Strength Analysis.



Now in its 15th year, the **Indian Premier League (IPL)** continues to increase its system value significantly, with the total value of the entire IPL system being valued at US\$8.4 billion. This is a consequence of two important milestones: Firstly, media rights sold for a whopping US\$6.2 billion (INR48,390 crores) and secondly, the auction of two new franchise teams raising close to INR12,500 crores (US\$1.5 billion) has further raised the profile of the IPL.

With the sharp increase in digital viewership and streaming services during the pandemic, the IPL has built a valuable brand based on a strong connection to its key consumer audiences. There are signs of further progress to come for sports viewership, with the IPL part of the wider global transition to a new age of sporting event technology.

Royal Challengers Bangalore (brand value up 34% to US\$68 million) is the strongest brand in the IPL franchise ecosystem.

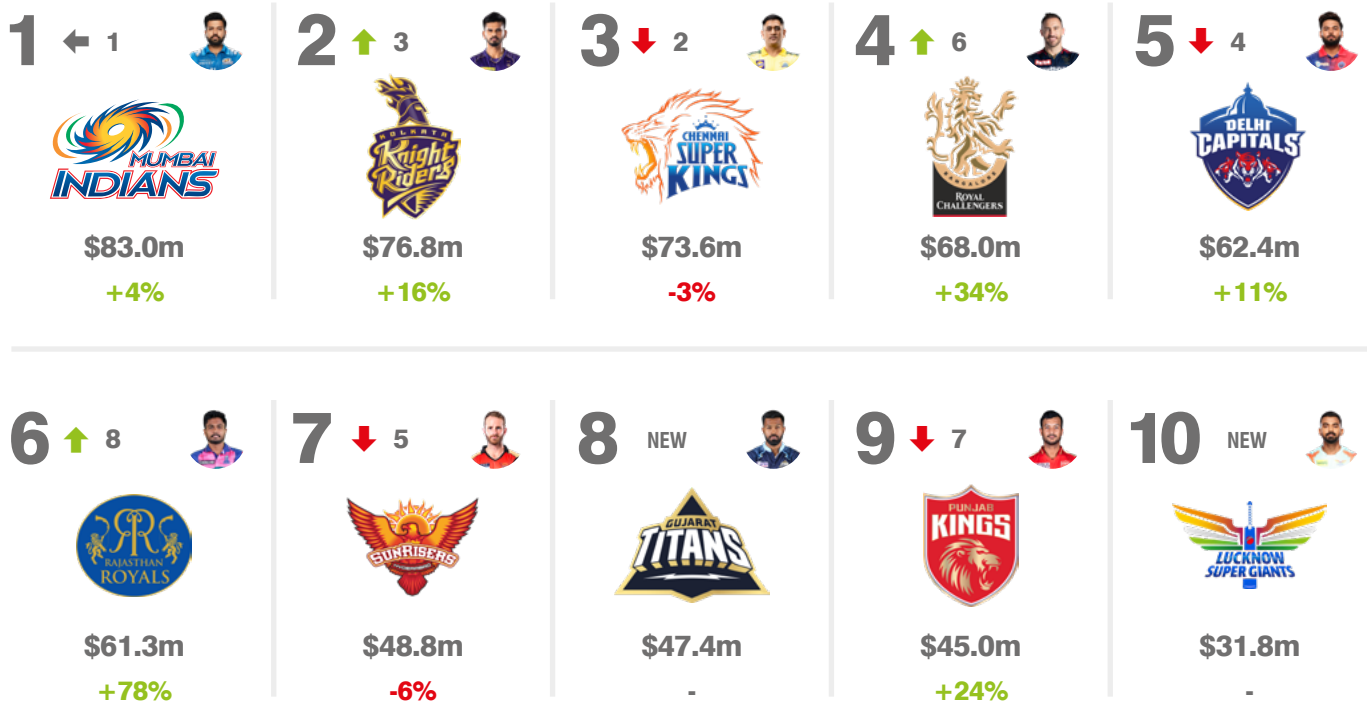
This is primarily due to a strong fanbase, extensive fan-engagement, good merchandise policies and a passionate following.

Royal Challengers Bangalore are closely followed by **Mumbai Indians** (brand value up 4% to US\$83 million) and **Gujarat Titans** (brand value US\$47 million), who were the 3rd strongest brand in its debut year. The brand value of Gujarat Titans was boosted by its commendable on-field performance during IPL 2022, ultimately winning the trophy and earning respect from the cricketing world.

Perhaps the time has come for both franchise teams and sponsors to evaluate the Return on Investment (ROI) for their sponsorship deals. The IPL brand has matured significantly, and franchise teams have built formidable brands. Two areas that arguably need further review are sponsorship evaluation and the merchandising system.

Top Most Valuable IPL Brands 2022

© Brand Finance Plc 2022



Brand Value & Brand Strength Analysis

The globally followed and highly anticipated annual Twenty20 cricket tournament, **Indian Premier League** (IPL), has recorded a 77% increase in System Value to US\$8.4 billion.

Every year, **Brand Finance** evaluates thousands of the world's biggest brands, and publishes over 100 reports, ranking brands across all sectors and countries. The analysis of the system value of IPL and brand value of its participating franchises are included in this new Brand Finance IPL 2022 report.

With media rights sold for over INR 48,390 Crores (US\$6.2billion), the central pool of IPL revenues has increased more than 2.5 times for the 2023 to 2027 cycle.

Digital media rights played an important role in this increased media rights action, leading to an improved brand performance amongst the target audience of millennials and digital savvy fans. From an IPL brand value perspective, the rapid increase in revenue is not causing an equivalent increase in expenses, further fuelling the brand value growth.

IPL 2022 showed the world the power of its brand! From media rights getting doubled, 2 new teams, new league structures and staggered restrictions in stadiums – it was a showcase of how competitive sporting events must be governed.

Ajimon Francis
Managing Director, Brand Finance India



The IPL also introduced 2 more franchise teams in 2022, raising an aggregate value of close to INR 12,500 Crores (US\$1.5billion).

Although the new sponsors from the crypto world have been curtailed, IPL franchises witnessed an influx of a range of tech brands running the gamut from e-commerce, to fintech, to e-sports, all trying to cash in on the event's reach.

These new and growing brands are seeking to build their own commercial brands in connection with the tremendous growth in the last 15 years of the IPL's brand growth.

Two new franchise teams, the **Gujarat Titans** and **Lucknow Super Giants**, made a grand debut garnering a much needed fan following – Gujarat Titans going on to later win the title in its IPL debut. The addition of two new franchises has added a new dimension to the IPL's competitiveness.

Both the **Delhi Capitals** (5th) and **Kolkata Knight Riders** (2nd) continued to make steady progress in brand value growth. However, the franchises which really surged ahead in valuations were **Royal Challengers Bangalore** with 34% growth and **Rajasthan Royals** with an impressive 78% growth (also being runners up last season).

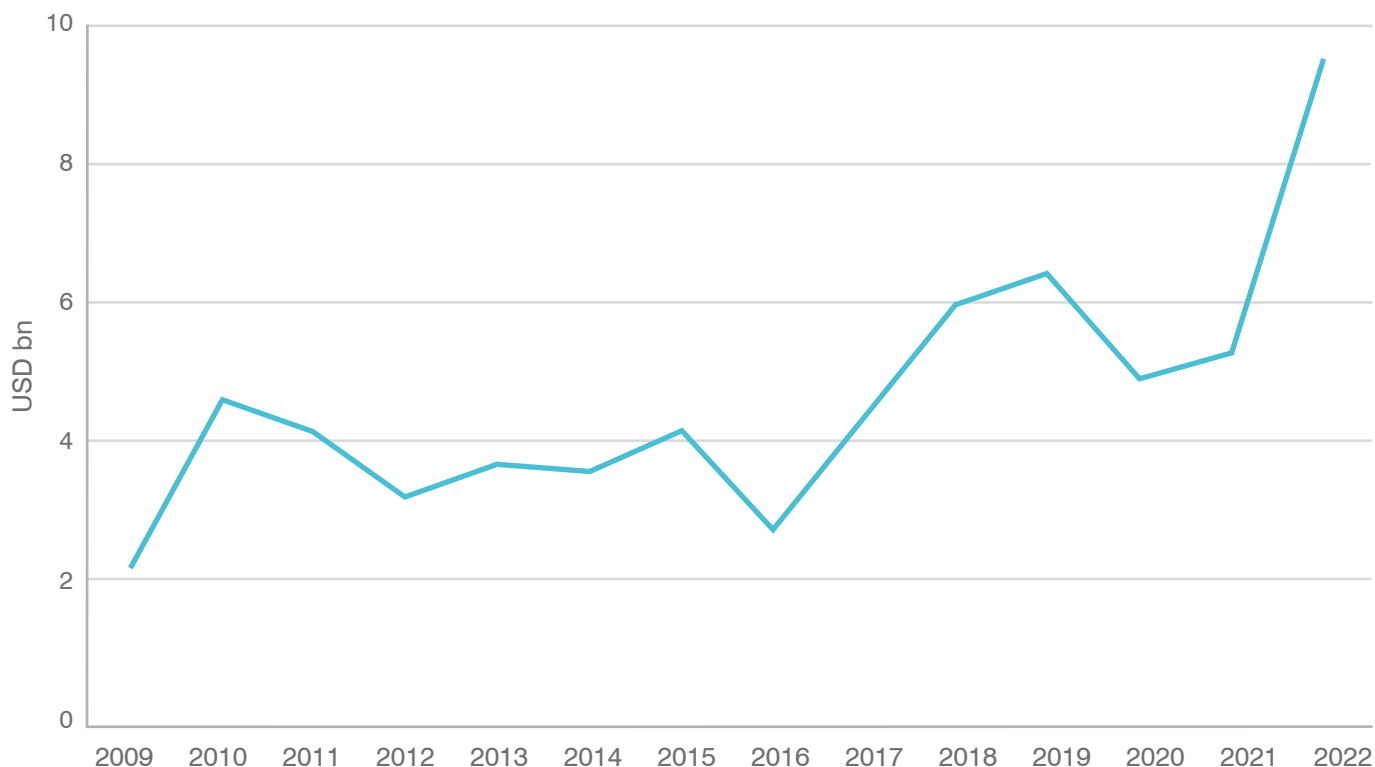
Over the years, the IPL brand has demonstrated long-term brand building. With its resilience during the pandemic and its strong decisions on title sponsorship with the Tata Group, new media rights increasing in value, maintaining strong relationships with other jurisdictions, the governing team has ticked all the right boxes. The expansion in franchises, permitting IPL Franchises to go global, squeezing the cricketing calendars, choosing high throughput stadiums the brand is going from strength to strength.

Savio D'Souza
Senior Director, Brand Finance



IPL System Valuation 2009-2022 (USDbn)

© Brand Finance Plc 2022



IPL’s immense system value growth over past 15 years

For the purposes of the brand valuation, IPL has been treated as a single commercial entity, encompassing system values of all its parts. The income of the **Board of Control for Cricket in India (BCCI)** and the franchises was aggregated. All cross-charged income and expenditure has been ignored.

Brand Finance has calculated the system value of the IPL and brand value of each of its teams annually since 2009. After a determined 2022 season, the system value of IPL grew 77% in 2022 to US\$8.4 billion.

This can be attributed to the stakeholders’ renewed confidence in the IPL governing council’s ability to control the variables from geopolitics to global cricketing bodies and ensure complete IPL tournaments ensuring all stakeholders get their returns, all driving up the interest and participation in the tournament. It is key to note that the IPL brand has witnessed spectacular growth of 318% since its launch in 2009.



The Mega Auction, Expanded team base to 10 & Ukraine conflict

IPL stuck to its promises of adding two more franchises to the 8-team tournament. The mega auction also changed the format of tournament into a league system. Increased number of matches to 74 added more space for advertisers' participation. The Ukraine conflict and the global geopolitics had its role to play in the IPL 2022 season resulting in a drop in advertisers' participation by approximately 20%.

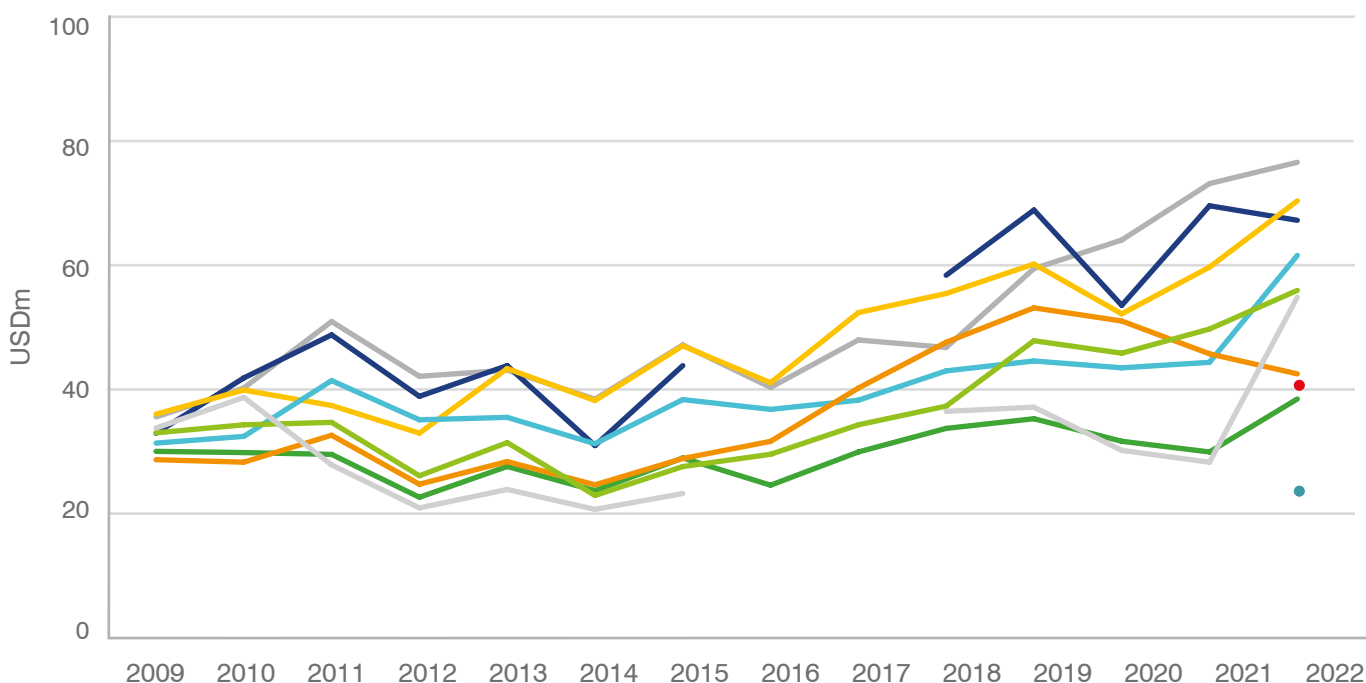
The franchise teams will not be fretting too much, however, as the team sponsors and merchandising revenues remain steady.

The additional revenue coming from 2023 onwards from the central pool into their kitty has also given a boost to the team brand values.



Franchise Team Brand Value over time 2009-2022 (USDm)

© Brand Finance Plc 2022



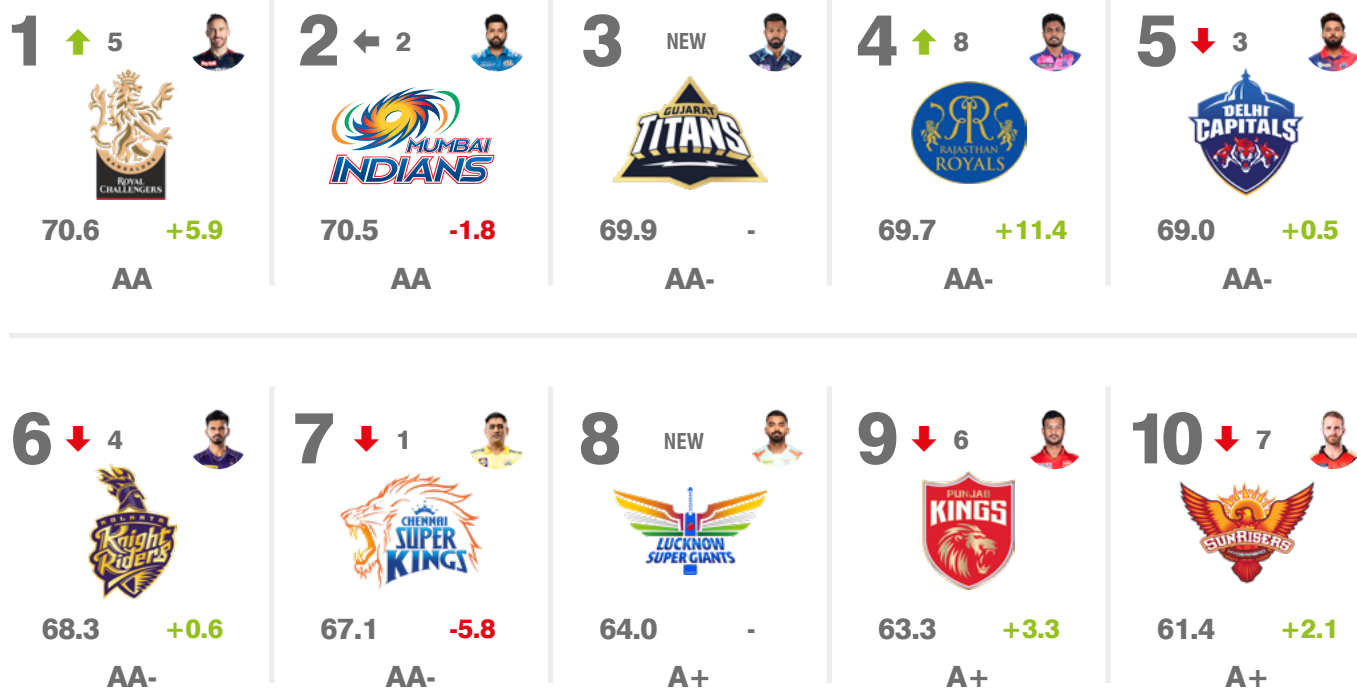
- Chennai Super Kings
- Kolkata Knight Riders
- Sunrisers Hyderabad
- Mumbai Indians
- Royal Challengers Bangalore

- Delhi Capitals
- Rajasthan Royals
- Kings XI Punjab
- Lucknow Super Giants
- Gujarat Titans

*Note: BV is shown only in 2022 for the 2 new teams (LS & GT) since they do not have historic BVs

Top Strongest IPL Brands 2022

© Brand Finance Plc 2022



Brand Strength Index

In addition to measuring overall brand value, Brand Finance also evaluates the relative strength of brands, based on factors such as marketing investment, familiarity, loyalty, staff satisfaction, and corporate reputation. Alongside revenue forecasts, brand strength is a crucial driver of brand value.

According to these criteria, **RCB** (brand value US\$68 million) is IPL's strongest brand with a Brand Strength Index (BSI) score of 70.6 out of 100 and a corresponding AA brand strength rating.

Closely following **RCB** is the formidable **Mumbai Indians** brand at 70.5 with an AA brand strength rating.

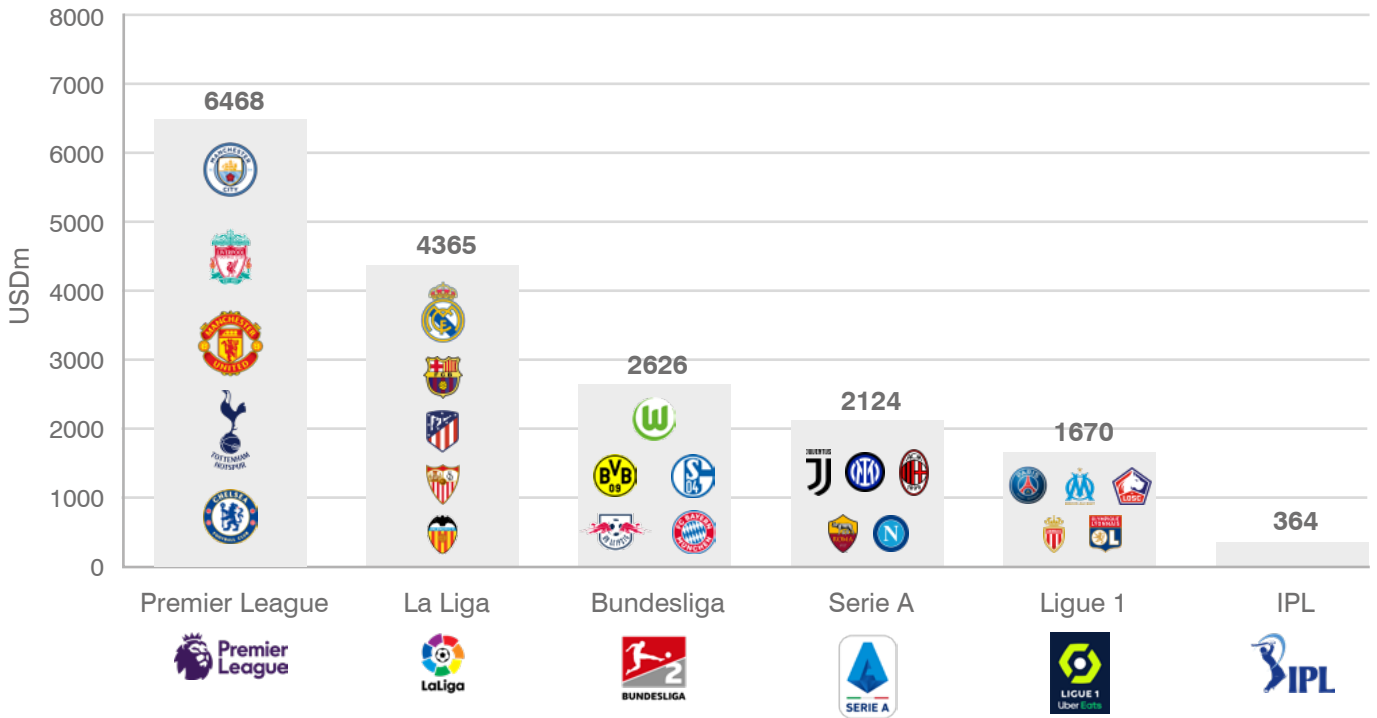
The Brand Strength showcases the ability of brands to draw fanbase, team sponsors, fan engagement, stadium capacity and a strong brand building program.

The teams that have shown remarkable Brand Strength in 2022 are **Gujarat Titans** at No.3 – in its very first year, **Rajasthan Royals** at No.4 and **Delhi Capitals** finishing off the Top 5 table.

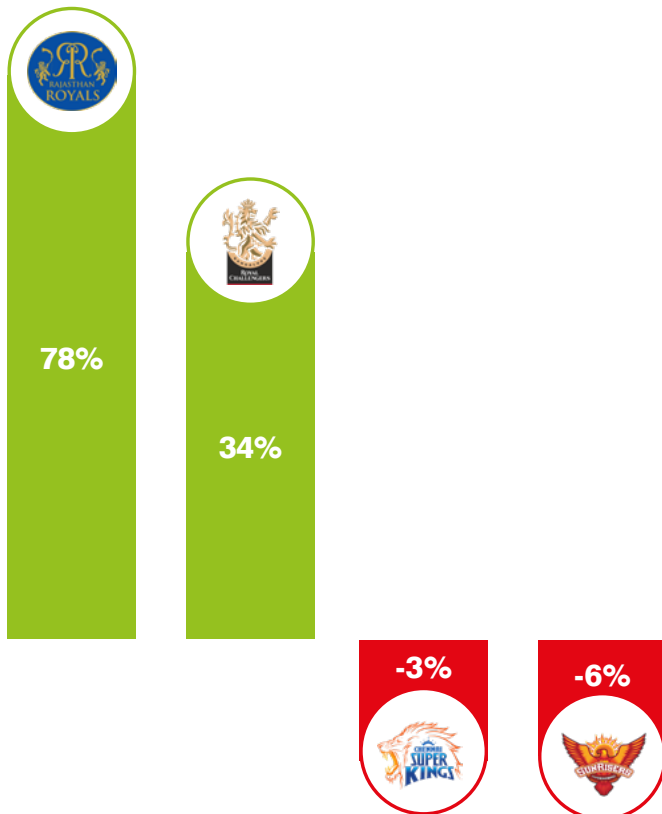


Brand Value of the Top 5 Teams (USDm)

© Brand Finance Plc 2022



Brand Value Change 2021-2022 (%)



ROI of Sports Sponsorships

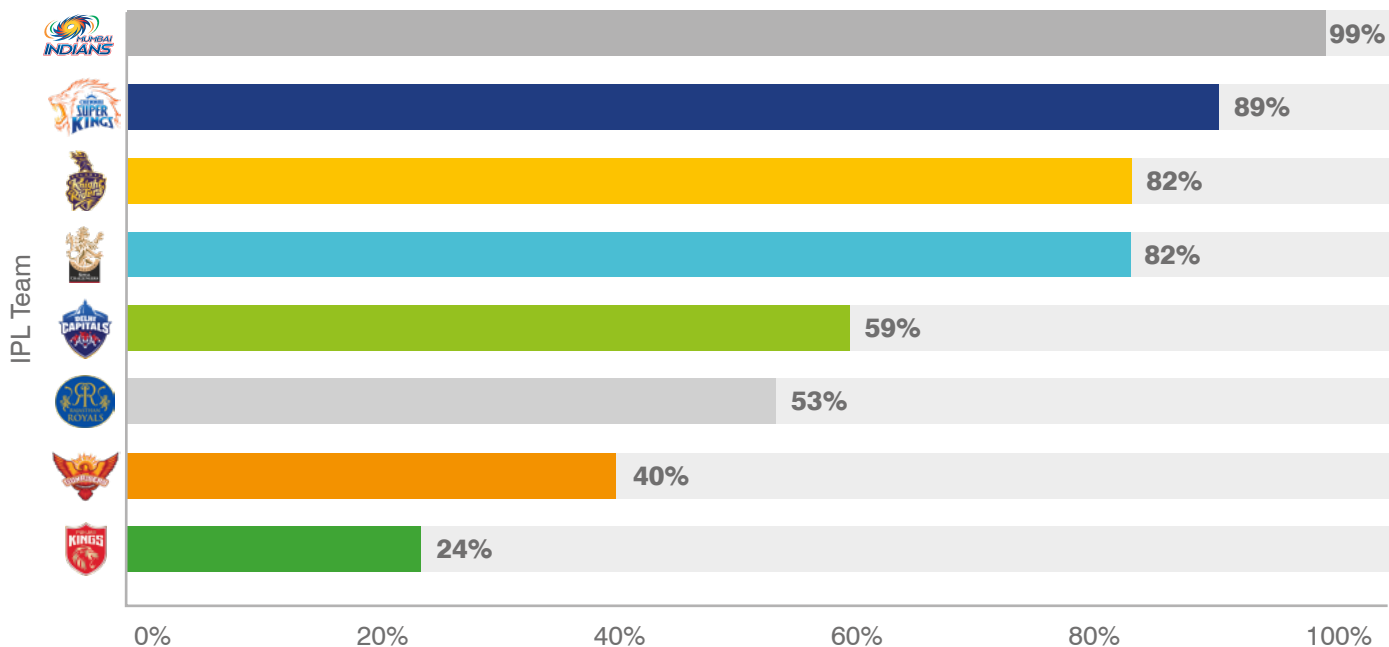
In its 15th year, IPL Franchises having achieved successful brand building and formidable brand strength, now need to introspect on sponsorship valuation and return on investment (ROI). Going forward the team owners will seek key answers about the following:

- + Are existing sponsors seeing a good return on investment?
- + Sponsorship opportunity analysis and comparable deal benchmarking
- + Sponsorship tracking to drive strategy and future relationships with the rights holder, and the activations used to maximise their partnership effectiveness.

Brand Finance with its engagement with La Liga, F1, EPL and NFL provides key answers to how the Brand Strength of Teams can be a win-win situation for both the sponsor as well as for the team owners – strengthening brand strength consistently.

Growth in Brand Value since 2009

© Brand Finance Plc 2022



*Note: Growth rate is not calculated for the 2 new teams (Lucknow Super Giants & Gujarat Titans) since they do not have historic BVs



About Brand Finance.

Brand Finance is the world's leading brand valuation consultancy.

We bridge the gap between marketing and finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We quantify the financial value of brands

We put 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 100 reports annually.

We offer a unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

We pride ourselves on technical credibility

Brand Finance is a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, and the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts helped craft the internationally recognised standards on Brand Valuation – ISO 10668 and Brand Evaluation – ISO 20671. Our methodology has been certified by global independent auditors – Austrian Standards – as compliant with both, and received the official approval of the Marketing Accountability Standards Board.



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Request your own Brand Value Report

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive performance and offers a cost-effective way to gaining a better understanding of your position against peers.

Visit brandirectory.com/request-a-valuation or email enquiries@brandfinance.com



Insight



Strategy



Benchmarking



Education



Cost of Capital Analysis



Customer Research Findings



Competitor Benchmarking



Communication



Understanding

Benefits

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Brand Valuation Summary

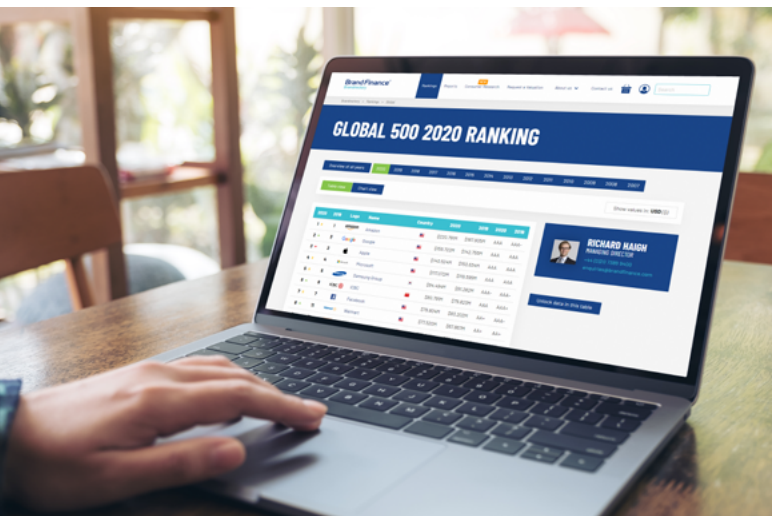


Brand Strength Tracking



Royalty Rates

Brandirectory.com



Brandirectory is the world's largest database of current and historical brand values, providing easy access to all Brand Finance rankings, reports, whitepapers, and consumer research published since 2007.

- + Browse thousands of published brand values
- + Track brand value, strength, and rating across publications and over time
- + Use interactive charts to compare brand values across countries, sectors, and global rankings
- + Purchase and instantly unlock premium data, complete brand rankings, and research

Visit brandirectory.com to find out more.

Brand Finance Group.



Brand Finance[®]
Institute

Brand Finance Institute

Brand Finance Institute is the educational division of Brand Finance, whose purpose is to create and foster a professional environment for knowledge-sharing and networking among practitioners and experts in the market. BFI organises events, in-company training, and corporate educational initiatives around the world. In the quest for marketing excellence and with the purpose to equip the brand valuation and strategy practitioners with the necessary skills and tools, we have developed a wide range of programmes and certifications in collaboration with the most coveted business schools, universities and thought leaders in the field.

Brand Dialogue[®]



Brand Dialogue

Brand Dialogue is a public relations agency developing communications strategies to create dialogue that drives brand value. Brand Dialogue has over 25 years of experience in delivering campaigns driven by research, measurement, and strategic thinking for a variety of clients, with a strong background in geographic branding, including supporting nation brands and brands with a geographical indication (GI). Brand Dialogue manages communications activities across Brand Finance Group's companies and network.

vi360

VI360

VI360 is a brand identity management consultancy working for clients of all sizes on brand compliance, brand transition, and brand identity management. VI360 provide straightforward and practical brand management that results in tangible benefits for your business.

Brand Finance®



Global Brand Equity Monitor

- Original market research on over **5,000 brands**
- **36 countries** and over **29 sectors** covered
- More than **100,000 respondents** surveyed annually
- We are now **in our 6th consecutive year** conducting the study

Visit brandirectory.com/consumer-research
or email enquiries@brandfinance.com

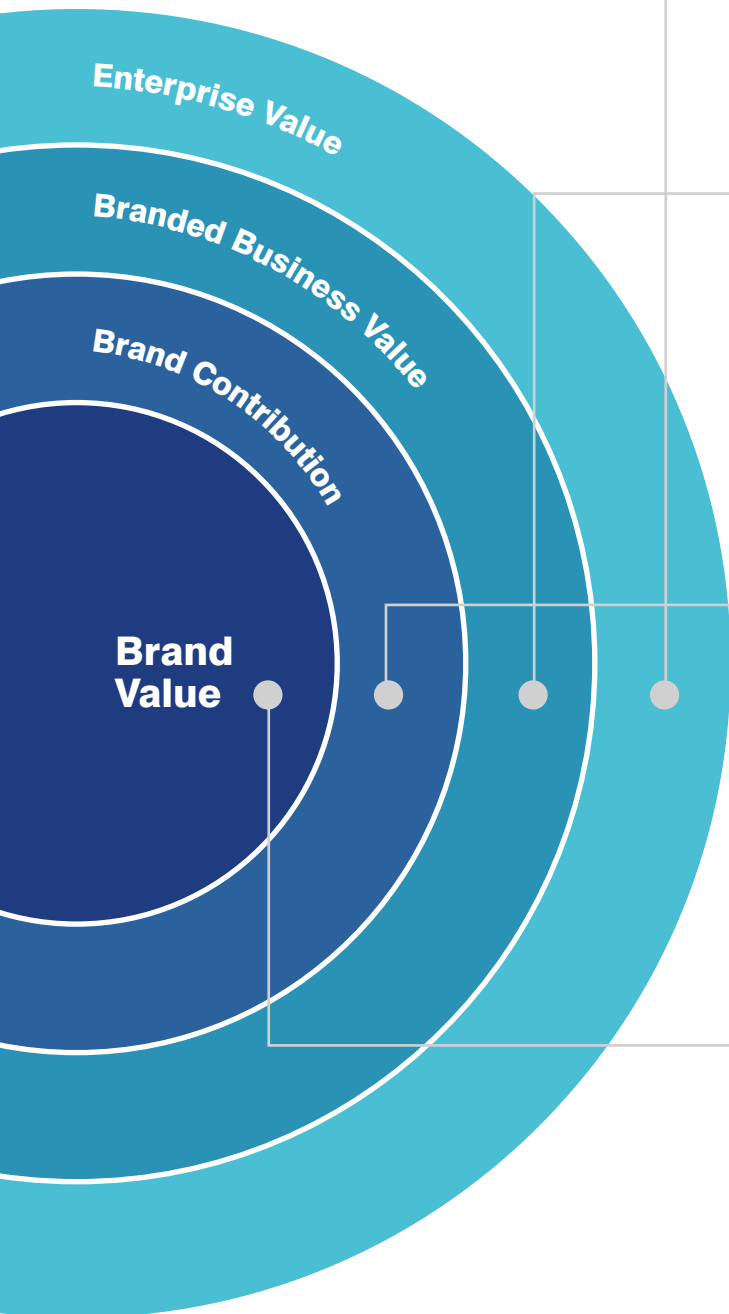


enquiries@brandirectory.com



Methodology.

Definitions.



Brand Value



+ Enterprise Value

The value of the entire enterprise, made up of multiple branded businesses.

Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.



+ Branded Business Value

The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.



+ Brand Contribution

The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.



+ Brand Value

The value of the trade mark and associated marketing IP within the branded business.

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Valuation Methodology.

Definition of Brand

Brand is defined as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services, or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Value

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result published brand values can be different.

These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the “real” value is by looking at what people really pay.

As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the “Royalty Relief” methodology and is by far the most widely used approach for brand valuations since it is grounded in reality.

It is the basis for a public rankings but we always augment it with a real understanding of people’s perceptions and their effects on demand – from our database of market research on over 3000 brands in over 30 markets.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.



Brand Strength.

Brand Strength

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance. Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviour.

To manage the 'Brand Value Chain' process effectively we create and use the "Brand Strength Index" (BSI). This index is essentially a modified Balanced Scorecard split between the three core pillars of the 'Brand Value Chain': **Brand Inputs**, **Brand Equity** and **Brand Performance**.



1 Attribute Selection and Weighting

Although we follow a general structure incorporating the three pillars (Brand Inputs, Brand Equity and Brand Performance), the attributes included are different depending on the sector. A brand strength index for a luxury apparel brand will differ in structure from an index designed for a telecommunications brand. An index for luxury apparel brand may emphasize the exclusiveness, word of mouth recommendation, and price premium, whereas an index for a telecommunications company may emphasize customer service and ARPU as important metrics.

These attributes are weighted according to their perceived importance in driving the following pillar: Brand Investment measures in driving Brand Equity; Brand Equity measures for Brand-Related Business Performance measures; and finally the relevance of Brand-Related Business Performance measures for driving business value.

2

2 Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions. Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of over 100,000 people from the general public on their perceptions of over 4,000 brands in over 25 sectors and 37 countries.

However, at Brand Finance we also believe that there are other measures that can be used to fill gaps that survey research may not capture. These include total investment levels – for example in marketing, R&D, innovation expenditure, that can be a better guide to future performance than surveys. They also include online measures – such as ratings by review sites and social media engagement that can give a more granular understanding of marketing effectiveness. Finally they also include real behaviour – for example net additions, customer churn and market share, to overcome the tendency for surveys to incorporate intended behaviour rather than real.

Over a period of 3 to 4 months each year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.



3 Benchmarking and Final Scoring

In order to convert raw data in to scores out of 10 that are comparable between attributes within the scorecard, we then have to benchmark each attribute. We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.


















Global Brand Equity Monitor.

Original market research in 36 countries and across more than 29 sectors with approximately 100,000 consumers rating over 5,000 brands.

Tier 1

-  Apparel
-  Automobiles
-  Luxury Automobiles
-  Banks
-  Cosmetics & Personal Care
-  Food
-  Insurance
-  Oil & Gas
-  Restaurants
-  Retail & E-Commerce
-  Telecoms
-  Utilities

Tier 2

-  Airlines
-  Luxury Apparel
-  Appliances
-  Beers
-  Luxury Cosmetics
-  General Retail
-  Healthcare Services
-  Hotels
-  Household Products
-  Logistics
-  Media
-  Pharma
-  Real Estate
-  Soft Drinks
-  Spirits & Wine
-  Technology
-  Tyres



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

Brand evaluations are essential for understanding the strength of your brand against your competitors. Brand Strength is a key indicator of future brand value growth whether identifying the drivers of value or avoiding the areas of weakness, measuring your brand is the only way to manage it effectively.

- + Brand Audits
- + Primary Research
- + Syndicated Studies
- + Brand Scorecards
- + Brand Drivers & Conjoint Analysis
- + Soft Power



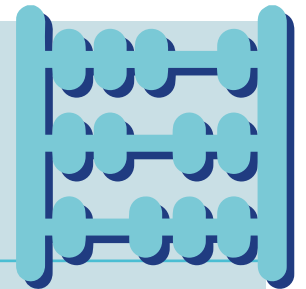
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

Brand Valuation

Make your brand's business case

Brand valuations are used for a variety of purposes, including tax, finance, and marketing. Being the interpreter between the language of marketers and finance teams they provide structure for both to work together to maximise returns.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Investor Reporting



- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open

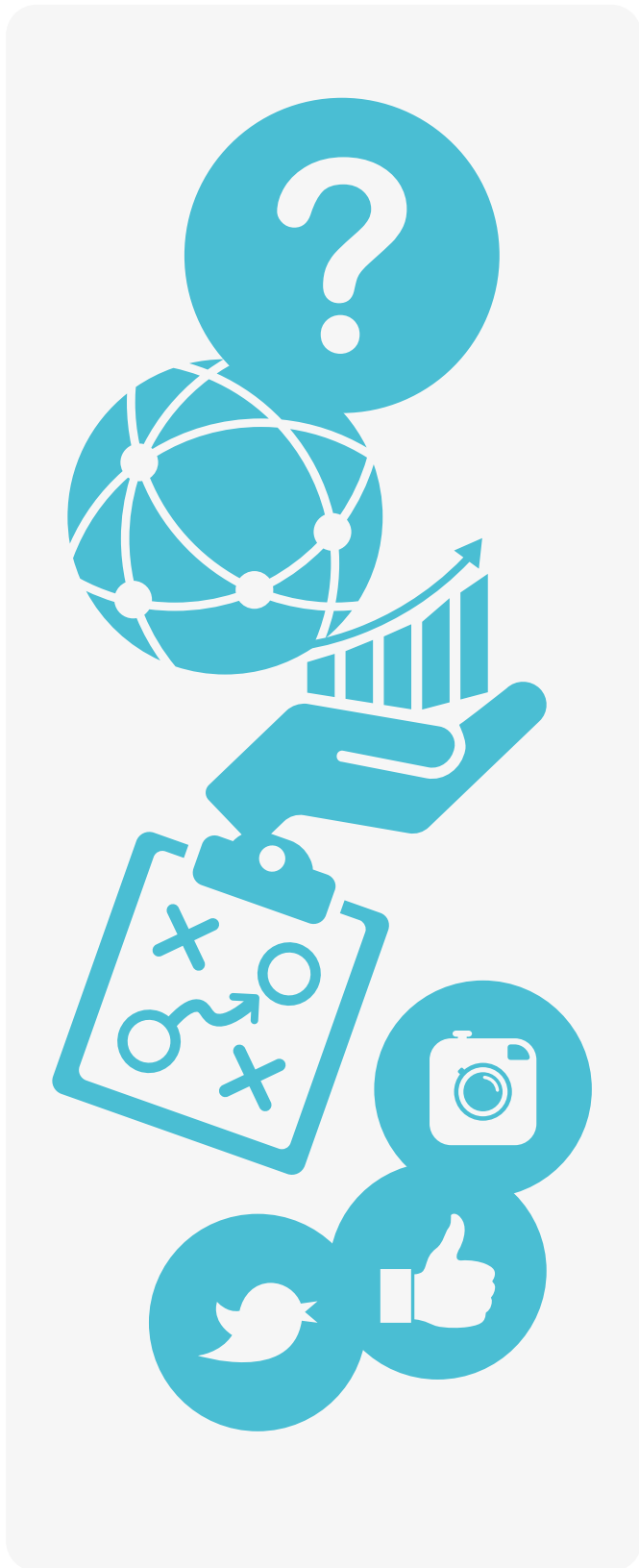
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy



- + Which brand positioning do customers value most?
- + What are our best brand extension opportunities in other categories and markets?
- + Am I licensing my brand effectively?
- + Have I fully optimised my brand portfolio?
- + Am I carrying dead weight?
- + Should I transfer my brand immediately?
- + Is a Masterbrand strategy the right choice for my business?

Brand Evaluation Services.



How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

What if I need more depth or coverage of a more specialised sector?

Our bespoke brand scorecards help with market planning and can be designed to track multiple brands over time, against competitors, between market segments and against budgets. Our 30-country database of brand KPIs enables us to benchmark performance appropriately.

Do I have the right brand architecture or strategy in place?

Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

How can I improve return on marketing investment?

Using sophisticated analytics, we have a proven track record of developing comprehensive brand scorecard and brand investment frameworks to improve return on marketing investment.

What about the social dimension? Does my brand get talked about?

Social interactions have a proven commercial impact on brands. We measure actual brand conversation and advocacy, both real-world word of mouth and online buzz and sentiment, by combining traditional survey measures with best-in-class social listening.

Communications Services.

How we can help communicate your brand's performance in brand value rankings



Brand Accolade – Create a digital endorsement stamp for use in your brand's marketing materials, communications, annual reports, sales documents, recruitment purposes, social media channels and website.



Brand Finance®
Awards

TOP 10
INDIAN PREMIER LEAGUE
BRAND



Brand Finance®
Awards

MOST VALUABLE
INDIAN PREMIER LEAGUE
BRAND



Brand Finance®
Awards

STRONGEST
INDIAN PREMIER LEAGUE
BRAND



Video Endorsement – Recorded video of Brand Finance CEO or Director speaking about the performance of your brand, for use in both internal and external digital communications for your brand.



Bespoke Events – Organise a report launch, award ceremony or celebratory event, coordinate event opportunities and spearhead communications to ensure a good return on investment.



Digital Infographics – Design infographics visualising your brand's performance for use across your brand's social media platforms or on other digital materials.



Trophies & Certificates – Provide a trophy and/or a hand written certificate personally signed by the Brand Finance Chairman to recognise your brand's performance of that year.



Brand Spotlight – Publish contributed brand article or an interview with your brand leader, in the relevant Brand Finance sector report, offered to the Brand Finance network and press.



Media Support – Offer editorial support in reviewing or copywriting your press release, pitching your content to top journalists across the world, and monitoring media coverage.

Brand Dialogue®



With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value.

Our approach is integrated, employing tailored solutions for our clients across PR and marketing activations, to deliver strategic campaigns, helping us to establish and sustain strong client relationships. We also have a specific focus on geographic branding, including supporting nation brands and brands with a geographical indication (GI).

Brand Dialogue Limited is a member of the Brand Finance Plc Group



Research, Strategy & Measurement

- Brand & Communications Strategy
- Campaign Planning
- Market Research & Insights
- Media Analysis



Public Relations & Communications

- Media Relations
- Press Trips & Events
- Strategic Partnerships & Influencer Outreach
- Social Media Management



Marketing & Events

- Promotional Events
- Conference Management
- Native Advertising
- Retail Marketing



Content Creation

- Bespoke Publications, Blogs & Newsletters
- Press Releases
- Marketing Collateral Design
- Social Media Content



Strategic Communications

- Crisis Communications
- Brand Positioning & Reputation
- Geographic Branding
- Corporate Social Responsibility (CSR)





Brand Finance[®] Institute

Brand Finance Institute

Learn how to build, protect and measure brand value

The Brand Finance Institute is the educational division of Brand Finance, offering expert training on brand evaluation, management and strategy.

Our in-house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand for different levels of seniority and development needs:

- How can I grow brand value?
- How can I build a business case to show the return on my marketing investment?
- How can I set up my marketing budget using brand research and analytics?

For more information, contact enquiries@brandfinance.com or visit brandfinanceinstitute.com

Brand Finance Institute is a member of the Brand Finance plc group of companies



Brand Finance Network.

For further information on our services and valuation experience, please contact your local representative:

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