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Super Kings, most valuable IPL team

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Chennai: Chennai Super Kings, has been rated as this year's "most valuable team" in Indian Premier League cricket with a brand value of USD 48.4 Million (app Rs 224 Crores).

"With IPL's ratings and royalties on the rise, it doesn't come as a surprise to me," said Mr N Srinivasan, Managing Director, India Cements, was quoted as saying in a report published in the *Economic Times*.

Given its cricketing ethos and long-standing commitment to the game besides vast experience in managing teams, India Cements has become synonymous with the sport.

Led by Indian skipper Mahendra Singh Dhoni, the Super Kings were runners-up in the inaugural IPL in 2008 and semi-finalists last year when the tournament was held in South Africa.

The *Economic Times* commissioned UK-based Brand Finance to carry out brand evaluation of the IPL and also each of the eight franchise teams (that will increase to 10 in 2011).

The study puts IPL's brand value at USD 4.1 Billion (app Rs 18,998 Crores) while the combined brand value of the eight franchise teams is pegged at USD 333 Million (app Rs 1,500 Crores).

"The *Brand Finance* study has treated IPL as a single commercial entity, aggregating the income that BCCI and the franchises will generate, and their expenditure," the report said.

"All cross-charged income and expenditures have been ignored to arrive at the total worth, which it terms as the IPL Branded System," it added

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