

PRESS RELEASE

IPL Brand Value League Table 2010

Brand Finance plc has released its 2010 valuation of the IPL ecosystem and the individual franchises. The IPL brand alone has risen significantly from the previous year's valuation providing tremendous economic value to its owner BCCI. The IPL Branded Business Value has doubled from USD 2.01 billion to its present value at USD 4.13 billion.

According to Mr Unni Krishnan, Managing Director of Brand Finance India, "In comparison to international benchmarks for sporting business' such as EPL which is valued at USD 12 billion, the IPL juggernaut, in a short span of 3 years, is valued at USD 4 billion and has the potential to grow further".

IPL Brand Value League Table 2010

Rank 2010	Franchisee Team	Brand Value 2010	Brand Rating 2010	Rank 2009	Brand Value2 2009	Brand Rating 2009
1	Chennai Super Kings	48.4	A-	4	39.4	BBB
2	Kolkata Knight Riders	46.0	BBB	1	42.1	A-
3	Rajasthan Royals	45.2	A-	3	39.5	A-
4	Royal Challengers Bangalore	41.9	BBB+	6	37.4	BB
5	Mumbai Indians	40.8	BB	2	41.6	A
6	Delhi Daredevils	40.5	BBB	5	39.2	BBB
7	Kings XI Punjab	36.1	BB+	7	36.3	BB
8	Hyderabad Deccan Chargers	34.4	B	8	34.8	CCC

Huge amount of Intellectual property is being created by the complete IPL ecosystem which was sustained despite last year's difficult economic conditions. This demonstrates the exponential value of IPL and the Brand potential in a cricket loving country like India and other global cricketing countries.

The individual franchisees have also seen a fair amount of uplift in value since last year, with Chennai Super Kings (CSK) moving up 4 places to take over the 1st position valued at USD 48.4 million. CSK's disciplined approach to managing the twin success factors of cricketing excellence (cricket as a product) as well as commercial and marketing excellence has been responsible for their swift rise in the league table.

"In the next one or two years, one will see revenue from the IPL central pool stagnate or decline as more teams are launched and competition increases from all sides. Most of the franchisees will meet an inflection point and need to work towards commercial sustainability with great discipline and focus." says Unni Krishnan.



Commercial success of IPL will largely depend on the development of Brand Value Governance principles and policies governing the franchisees and aligning all the stakeholders towards long term IPL brand value creation.

For any further queries please contact:

Prashanth Nair-Brand Finance India
Director-Client Services
p.nair@brandfinance.com

Rishav Jain- Brand Finance India
Brand Valuation Analyst
r.jain@brandfinance.com