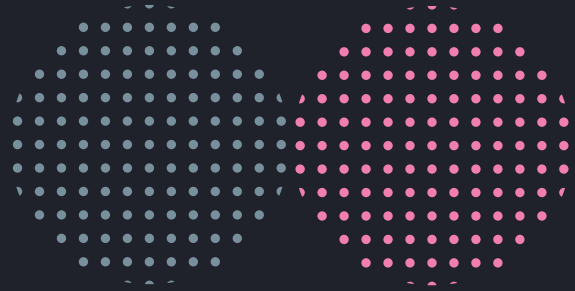




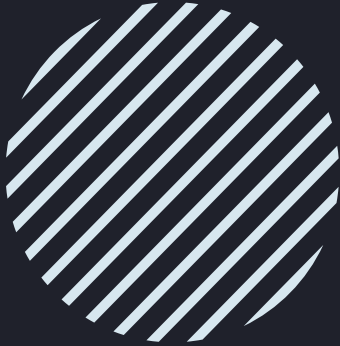
*Innovative solutions for
modern marketing.*

Media
AGENCY



ABOUT US

We are a full-service media marketing agency that specializes in 360 degree marketing solutions for our clients.



At **DT Media Solutions**, we believe in taking a holistic approach to marketing and blend sports with brands to create engaging associations that help brands in creating new experiences for their target audience .

Our mission is to help our clients achieve their marketing goals by providing them with the tools and expertise they need to succeed in today's competitive marketplace. With years of experience and a team of talented professionals, we're confident that we can help your business reach new heights.



WHAT DO WE OFFER?

Sports associations

- Sponsorships- Cricket and entertainment
- Sponsorship - IPL franchisee
- Sponsorships- Emerging sports- KPL, PKL, ISL.
- Talent associations - Sports and entertainment
- Cricket - instadia branding



Brand Collaborations

- Identify potential collaborators
- Pitch collaboration ideas
- Coordinate logistics
- Negotiate deals
- Facilitate communication
- Amplify reach
- Identify opportunities for future collaborations



Digital Marketing Solutions

- Digital media promotions
- Social media marketing
- Content marketing
- Influencer marketing
- Analytics and reporting
- Integrated marketing solutions
- Pay-per-click (PPC) advertising
- Mobile marketing



MEET THE TEAM



**DHRUV
SINGHAL**

Co-founder

10+ years of industry experience in Digital as well as print media working with top media publishers and brands to provide brand solutions across mediums.

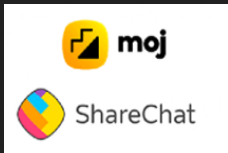
**TANUJ
THAKUR**

Co-founder

10+ years of experience in sports, entertainment and live events associations working with top brands and with top stakeholders in the sports industry including BCCI, IPL franchisees and emerging sports



Our Preferred PARTNERS



OUR CLIENTS

Qubo

A Hero
Group Venture



freecharge

INFRA.MARKET
BUILDING REVOLUTIONS



MYTEAM11



SAATVIK

Mobikwik

Team Sponsorships



CASE STUDIES





PARTNERSHIP HIGHLIGHTS

IPL 2024

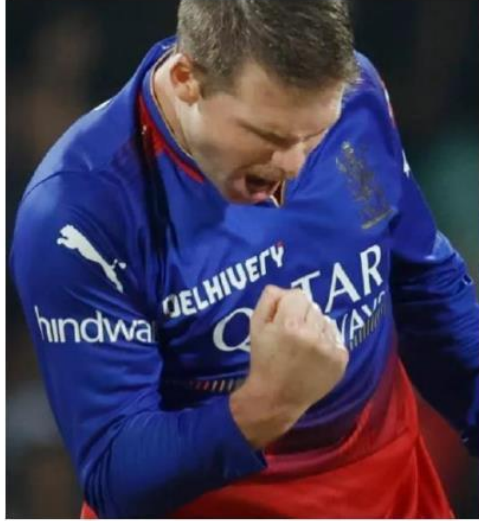
DELHIVERY



RCB

#PLAYBOLD

MEDIA EVALUATION 2024 – RIGHT CHEST



₹ 451.96 Cr.

SPONSORSHIP MEDIA VALUE

A SPONSORSHIP VALUE						B BRAND EXPOSURE	
Net Sponsorship Value – TV India	Net Sponsorship Value – OTT India	Net Sponsorship Value – TV+OTT Rest of World	Net Sponsorship Value Print	Net Sponsorship Value Social	TOTAL NET SPONSORSHIP VALUE	Total Brand Exposure- Live (hh:mm:ss)	
₹ 224.20 Cr.	₹ 20.54 Cr.	₹ 117.92 Cr.	₹ 36.14 Cr.	₹ 53.16 Cr.	₹ 451.96 Cr.	13:02:03	
ASSET		BRAND EXPOSURE DURATION	GROSS SPONSORSHIP VALUE - INDIA	NET SPONSORSHIP VALUE - INDIA	DISCOUNT PERCENTAGE (% of Gross)		
TV							
Right Chest		11:57:58	₹ 786.18 Cr.	₹ 208.97 Cr.	26.58%		
LED Perimeter Board		0:32:33	₹ 35.64 Cr.	₹ 5.84 Cr.	16.39%		
Team Clothing		0:17:44	₹ 19.42 Cr.	₹ 5.50 Cr.	28.30%		
Spectator Clothing		0:13:03	₹ 14.29 Cr.	₹ 3.70 Cr.	25.89%		
Player Bib		0:00:46	₹ 0.84 Cr.	₹ 0.20 Cr.	23.47%		
Grand Total		13:02:03	₹ 856.37 Cr.	₹ 224.20 Cr.	26.18%		
OTT							
Right Chest		11:51:30	₹ 497.33 Cr.	₹ 109.91 Cr.	22.10%		
LED Perimeter Board		0:32:16	₹ 22.55 Cr.	₹ 3.07 Cr.	13.62%		
Team Clothing		0:17:34	₹ 12.28 Cr.	₹ 2.89 Cr.	23.53%		
Spectator Clothing		0:12:56	₹ 9.03 Cr.	₹ 1.94 Cr.	21.52%		
Player Bib		0:00:46	₹ 0.52 Cr.	₹ 0.10 Cr.	19.51%		
Grand Total		12:55:02	₹ 541.72 Cr.	₹ 117.92 Cr.	21.77%		

Sponsorship media value for the right chest spot was **up by 11%** versus Happilo for the same spot last year.
On absolute terms the difference is **43.26 Cr** (Happilo was 408.7 Cr last year).

LOGO EXPOSURE ON TEAM JERSEY – RIGHT CHEST



LOGO EXPOSURE ON THE PERIMETER BOARD



LOGO EXPOSURE ON THE BIG SCREEN



STATIC



[VIDEO](#)

TOSS REPRESENTATIVE



MAN OF THE MATCH REPRESENTATIVE



STADIUM BRANDING – CONCOURSE BRANDING



IN-STADIA BRANDING - PLACARDS







SOCIAL MEDIA POSTS ON RCB HANDLES

royalchallengers.bengaluru • Following

PRINCIPAL SPONSOR
DELHIVERY

LOGISTICS THAT BOWLS YOU OVER!

DELIVERED 2.8 BN+ EXPRESS PARCEL SHIPMENTS

215,229 likes

royalchallengers.bengaluru • Logistics that bowls you over

Bringing the same commitment and efficiency to express parcel delivery as seen on the cricket field. Together, celebrating a milestone of 2.8 billion successful shipments delivered since inception.

@delhivery_official #TheAnswersIsDelhivery #Delhivery #RCBXDelhivery #Logistics #VK

View all 272 comments

Use the app

royalchallengers.bengaluru • Following

Original audio

PRINCIPAL SPONSOR
DELHIVERY

Broad Coverage: 97% pincodes covered

147,634 likes

royalchallengers.bengaluru • Your business innings need nationwide coverage, just like our batters hitting boundaries all around the ground. 🇮🇳

Delhivery's Part Truck Load service offers e-commerce speed

Use the app

royalchallengers.bengaluru • Following

Original audio

254,412 likes

royalchallengers.bengaluru • We love RCB's resilience and determination. Delhivery enables seamless delivery across every corner of India. Together, we're delivering excellence both on the field and on our celebrations to the team on making it to the Playoffs! 🌟

Here's to celebrating this milestone with @royalchallengers.bengaluru stars, a photo op, some groovy music and amazing food! 🎉

#TheAnswersIsDelhivery #PerfectPartnership #Delhivery #PlayBold #RCB

View all 392 comments

May 19

More posts from royalchallengers.bengaluru

delhivery_official • Follow

PRINCIPAL SPONSOR
DELHIVERY

#DelhiveryCheersRCB

Send Fan Mail

Win exciting prizes*

134,031 likes

delhivery_official • This IPL season, #PlayBold. Send Fan Mail to the RCB team exclusively via the Delhivery App. Send a gift, letter, lucky charm or whatever you want, from wherever you want.

Book a FREE doorstep pick up of your parcel for RCB anywhere in the country. Selected winners will also win exclusive RCB merchandise.

Download the app to send now!

#DirectDelhiveryKaro #ಇದನ್ನು #IPL2024 #RCB #Giveaway #RCBFanMail #RCBluckyCharm #DelhiverycheersRCB

NAMING RIGHTS AT HOME STADIUM – MATCH TICKETS

SI No. 860
ADMIT ONE


 VS 

ROYAL CHALLENGERS BENGALURU VS GUJARAT TITANS

Match No. 52
Saturday, May 04, 2024 07:30 PM
M. CHINNASWAMY STADIUM
GSTIN : 29AAECT6450G1Z5
DELHIVERY PAVILION TERRACE

Entry From
Queens Road NO RE-ENTRY

Gate : **13**

Box/Row : Seat :
A 23


78886

GATES TO OPEN 2 1/2 HRS PRIOR TO THE GAME

SI No. 860 DELHIVERY PAVILION TERRACE
ADMIT ONE Gate No. 13

Royal Challengers Bengaluru
VS
Gujarat Titans
Match No. 52
Saturday, May 04, 2024 07:30 PM
M. CHINNASWAMY STADIUM, BENGALURU

SI No. 2192
ADMIT ONE


 VS 

ROYAL CHALLENGERS BENGALURU VS GUJARAT TITANS

Match No. 52
Saturday, May 04, 2024 07:30 PM
M. CHINNASWAMY STADIUM
GSTIN : 29AAECT6450G1Z5
DELHIVERY GRAND TERRACE

Entry From
Cubbon Road NO RE-ENTRY

Gate : **6A**

Box/Row : Seat :
A 1





79183

GATES TO OPEN 2 1/2 HRS PRIOR TO THE GAME

SI No. 2192 DELHIVERY GRAND TERRACE
ADMIT ONE Gate No. 6A

Royal Challengers Bengaluru
VS
Gujarat Titans
Match No. 52
Saturday, May 04, 2024 07:30 PM
M. CHINNASWAMY STADIUM, BENGALURU

SI No. 6138
ADMIT ONE


 VS 


ROYAL CHALLENGERS BENGALURU VS GUJARAT TITANS

Match No. 52
Saturday, May 04, 2024 07:30 PM
M. CHINNASWAMY STADIUM
GSTIN : 29AAECT6450G1Z5
DELHIVERY H LOWER

Entry From
Cubbon Road NO RE-ENTRY

Gate : **7**

Box/Row : Seat :
A 5


79319

GATES TO OPEN 2 1/2 HRS PRIOR TO THE GAME

SI No. 6138 KEI WIRES & CABLES GT ANNEXE
ADMIT ONE Gate No. 6A

Royal Challengers Bengaluru
VS
Gujarat Titans
Match No. 52
Saturday, May 04, 2024 07:30 PM
M. CHINNASWAMY STADIUM, BENGALURU

Campaign Background

- Delhivery ran a campaign on JioCinema during INDIA – Australia T20 Series 2023 across Handheld and Connected devices with a display creative during ‘Super 4s’ moment in the match.
- The objective was to decipher the impact created by this campaign in driving Awareness and Purchase Intent for the Brand

Research Objectives



Measuring the impact of the Brand's campaign on the following brand metrics:

- Aided Awareness*
- Online Ad Awareness*
- Brand Association*
- Message Association*
- Brand Favorability*
- Purchase Intent*
- Brand Attributes*

On air association- Mobile +CTV



ASTON BAND (Mobile) in IND vs AUS (Jio Cinemas- SUPER 4S)



CTV L-BAND in IND vs AUS (Jio Cinemas- SUPER 4S)

On air association- Mobile +CTV



ASTON BAND (Mobile) in IND vs AUS (Jio Cinemas- SUPER 4S)



CTV L-BAND in IND vs AUS (Jio Cinemas- SUPER 4S)

ON Ground association

DELHIVERY



Boundary Rope- IND vs AUS

PARTNERSHIP HIGHLIGHTS

IPL 2024



GREEN PANEL TEAM ASSOCIATION (DELHI CAPITALS) - IPL 2023

Objective

1. To create brand awareness pan India using impact properties.
2. To promote the MDF product line and position the brand as a premium product.
3. To activate trade network and key influencers.



Solution

1. Principal Partner of Delhi Capitals in IPL 2023 to create brand awareness and leverage the association by creating TVC.
2. Activated the trade network by organising meet and greet events and match tickets for dealers and distributors.

DELHI CAPITALS - GROUND PRESENCE

- **LOGO PRESENCE:** Right Upper Chest (64.5 sq cm)
- **PLAYER ACCESS:** TVC Shoot and Meet & Greet
- **ON GROUND PRESENCE:** Perimeter Boards, Coin Toss Mat (1 Match)
- **DIGITAL DELIVERABLES:** SM static and video posts.

ASSOCIATION WITH GREENPANEL IN IPL 23



TVC 2023 - Delhi Capitals-Greenpanel

Greenpanel used this association to create its first ever TVC with David Warner, Prithvi Shaw & Manish Pandey



Meet & Greet

Greenpanel hosted a special meet & greet session for its dealers.

ASSOCIATION WITH GREENPANEL IN IPL 23



GreenPanel Gully Cricket 2023

Greenpanel held a special Gully Cricket Challenge with Sarfu, Vicky, and Yash.



Don't Let The Ball Drop Challenge

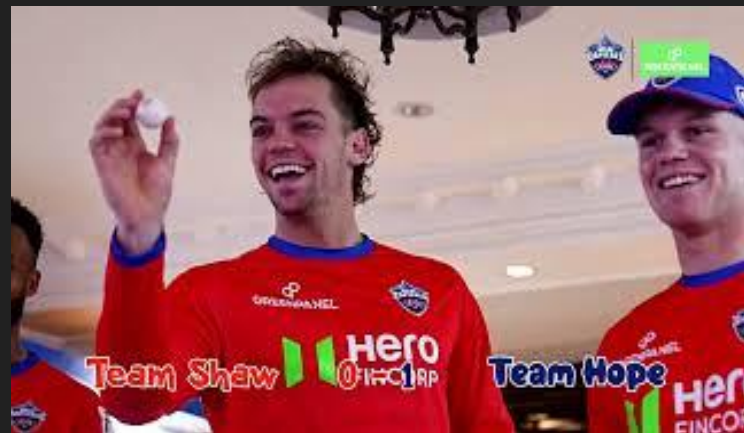
Greenpanel held a special Ball drop Challenge with Chetan, Pravin, and Abhishek

ASSOCIATION WITH GREENPANEL IN IPL 24



TVC 2024 - Delhi Capitals-Greenpanel

Greenpanel used this association to create its second TVC with David Warner, Rishabh Pant and



Ping Pong Challenge

ASSOCIATION WITH GREENPANEL IN IPL 24



Greenpanel Hit The Target Challenge

MEDIA EVALUATION



A SPONSORSHIP VALUE					B BRAND EXPOSURE		
Net Sponsorship Value – TV India	Net Sponsorship Value – TV Rest of World	Net Sponsorship Value – TV OTT	Net Sponsorship Value Print	Net Sponsorship Value Social	TOTAL NET SPONSORSHIP Value	Total Brand Exposure- Live (hh:mm:ss)	
₹ 174.21 Cr.	₹ 15.89 Cr.	₹ 91.63 Cr.	₹ 2.13 Cr.	₹ 12.38 Cr.	₹ 296.24 Cr.	9:53:42	

CONSIDERATIONS

TV SPOT RATE – 18.25 LACS

OTT RATE – IMPRESSION BASED



TOTAL POSTS 41

**TOTAL VIDEO
VIEWS 13.23M**

**TOTAL
INTERACTIONS
424K**



Binomo Official Partnership - SRH

IPL 2022

Digital Partnership with
SunRisers Hyderabad



SM Posts

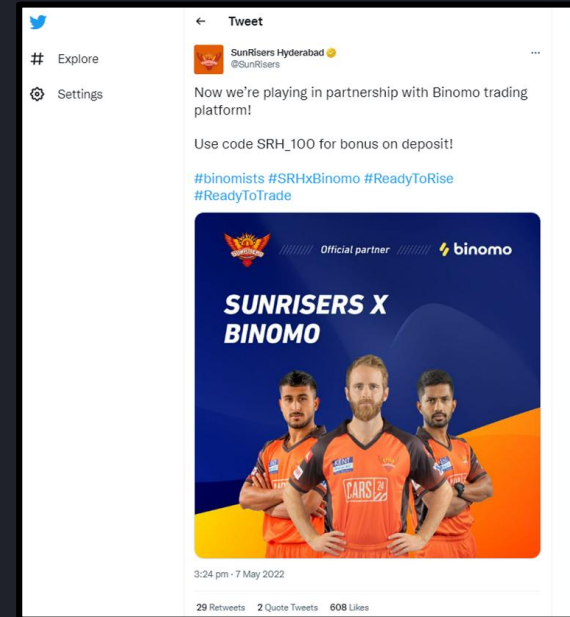
4 static posts and 1 video post
shared from team's official handle

Logo presence on website

Brand's Logo Presence on
SRH's official website.



Social Media posts



Logo Presence on website



DIGITAL VISIBILITY ST...

On-Air Branding OTT and Television

Maximizing Digital Visibility for
Enhanced Brand Exposure



CTV (Connected TV)

Connected TV offers prime digital platform visibility, attracting target audiences effectively.



Mobile + Web

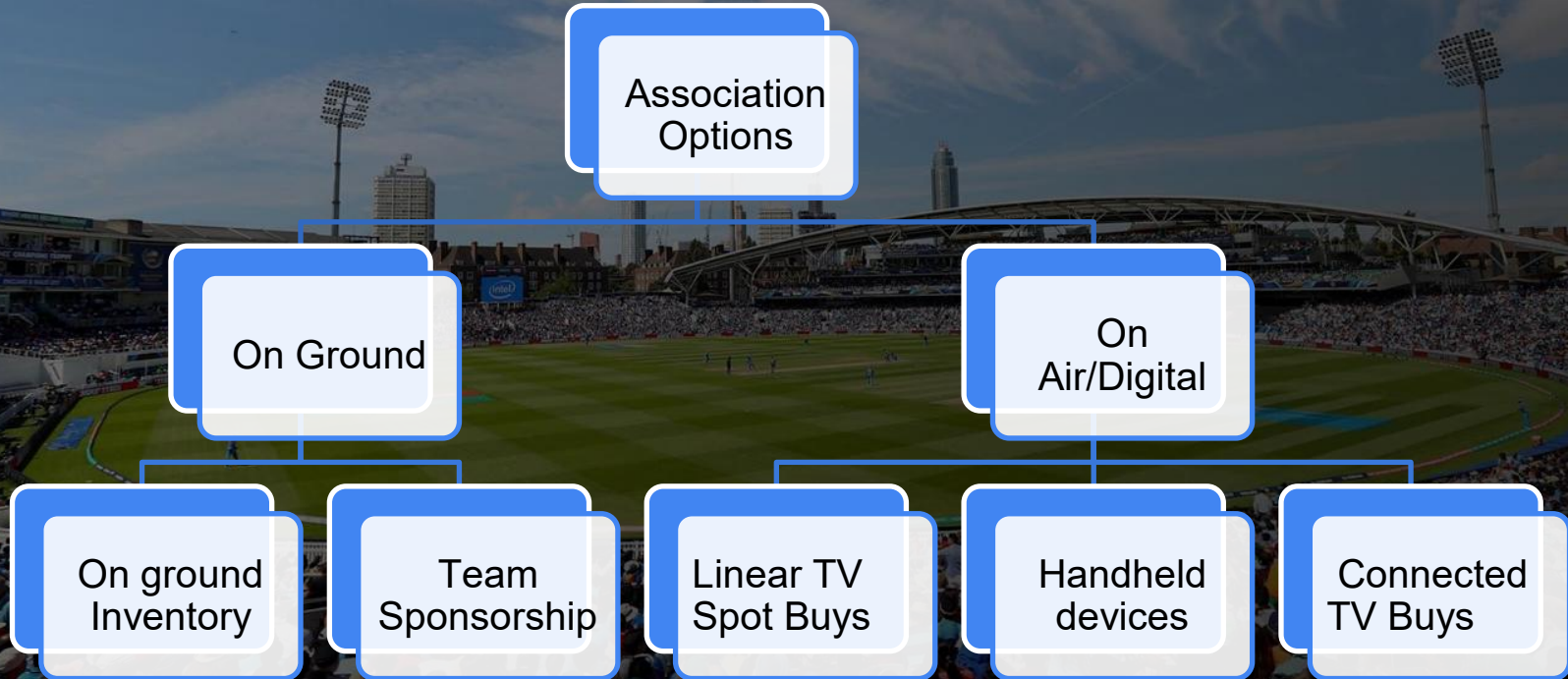
Mobile handsets ensure increased exposure on OTT platforms, enhancing brand recognition and engagement.



Integrated Marketing Solutions

DT Media Solutions integrates sports with brands, creating captivating experiences for audiences, aligning with client marketing goals.

Media Buying Structure



FEATURES + OTT PLATFORMS



Handheld Devices in
India vs Ireland
(Jio Cinemas -
RummyTitans)



Hybrid Association in WTC Final
(Star + Hotstar-GemoPai)

DIGITAL ASSOCIATIONS IPL 23



Freecharge TVC played on CTV in IPL 2023 on **Jio Cinema**.

Total Matches- 21

Total Spots- 84



DIGITAL ASSOCIATION WITH MYTEAM 11 IN IPL 24



MyTeam11 TVC played on Handheld Devices in IPL 2024 (**Jio Cinema**)

Impressions goal: 50 M

Device- Mobile

DIGITAL ASSOCIATION WITH MYTEAM 11 IN IPL 25



MyTeam11 TVC played on Handheld Devices in IPL 2025 (**Jio Hotstar**)

Media Inventory on LTV (Pre-show)

CTV 4 spots per match for total 10 matches- 40 Spots

Mobile Impressions: 50 M

IPL 2024 CTV Campaigns



QUBO DashCams 20 Sec ad on CTV IPL 2024

**1 Week campaign- 4 spots per match.
Total spots- 28**

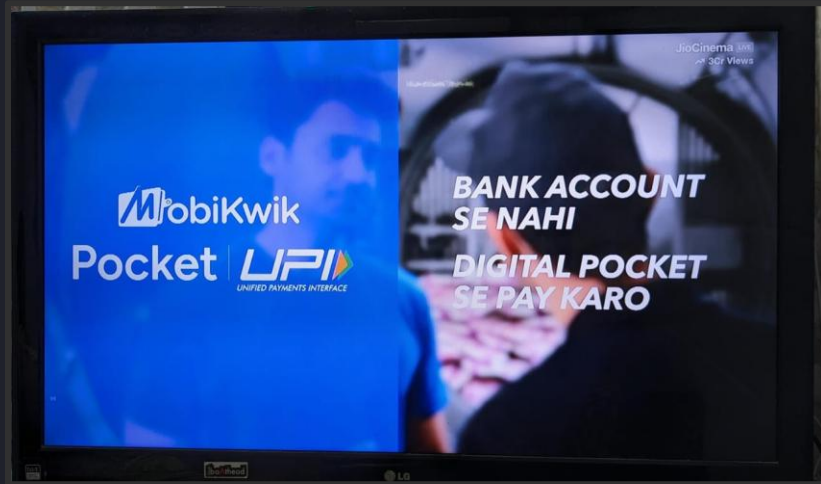
IND vs ENG 2025- CTV



**QUBO DashCams 15-20 Sec ad
on CTV IND VS ENG T20 2025.**

**Total Spots- 36 (Weekend
matches)**

IPL 2024 CTV Campaigns



Mobikwik 10 Sec ad on CTV IPL 2024
Total Matches- 8
Total spots- 64

IPL 2024 CTV Campaigns



Saatvik Solar 10 Sec ad on CTV and Mobile IPL 2024

Only CSK Matches

Total spots- 32

Total impressions Mobile- 20 M

IND VS BAN 2024 LTV Campaign

INFRA.MARKET
BUILDING REVOLUTIONS



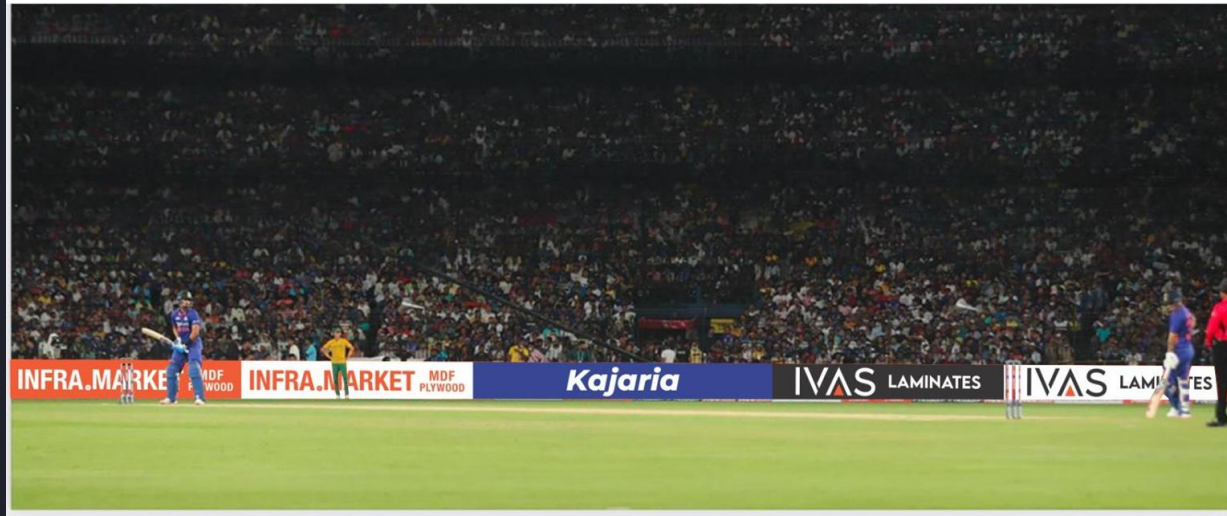
InfraMarket 10 Sec ad on CTV for IND vs BAN T20 series 2024 (LTV)

Total spots- 21 Spots

IND vs ENG 2025- On ground Branding

INFRA.MARKET
BUILDING REVOLUTIONS

Option - 1

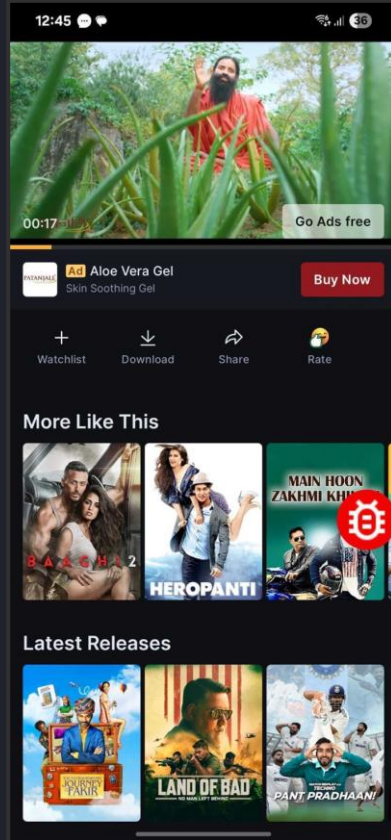
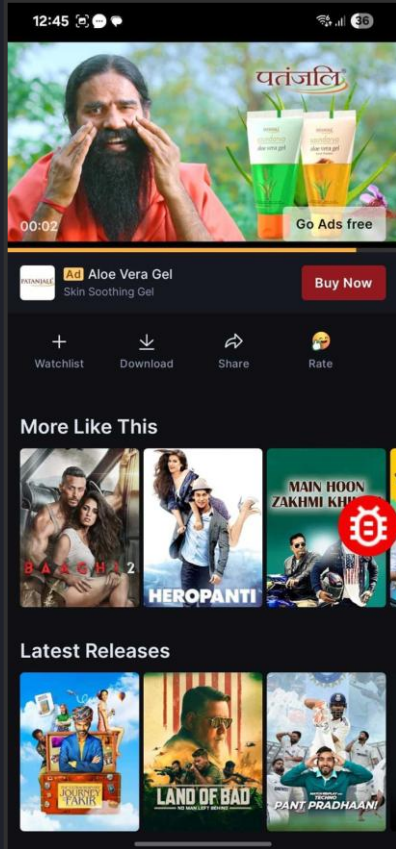


InfraMarket-

Total matches- 8

**Inventory- 1 ball per over on 50% of the ground on LED
Perimeter board.**

Patanjali- Various products on GEC- Mobile



**Patanjali- On Jio Hotstar
Mobile inventory on top ten TV shows
(Non- Live)
Total impressions - 24 M**

+

**Special partnership with top Show on Jio
Hotstar- “ Yeh Rishta kya kehlata hai ”
for 1 month.**

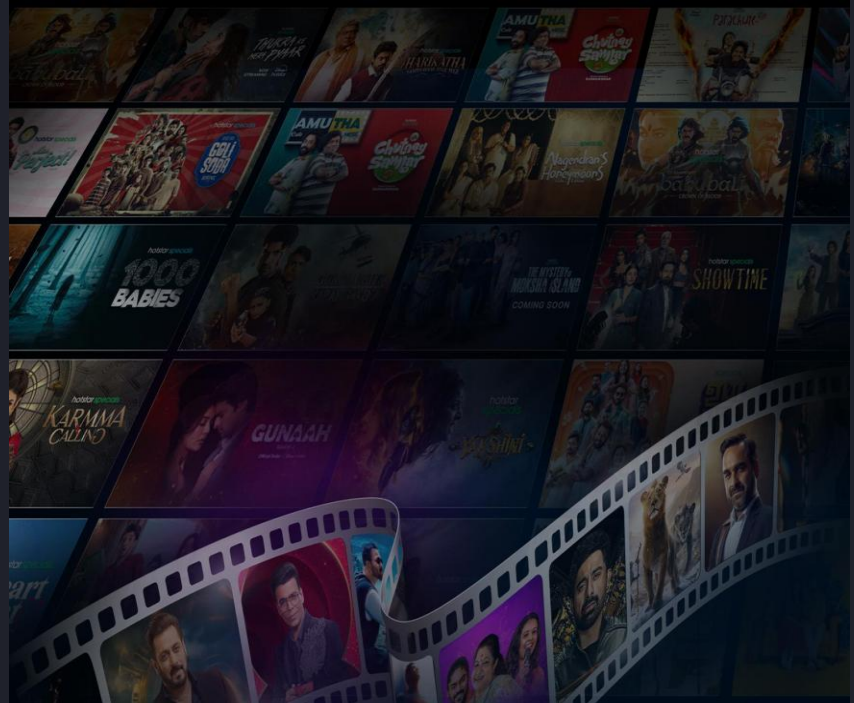
Sports Calendar

CRICKET SPORTS CALENDAR

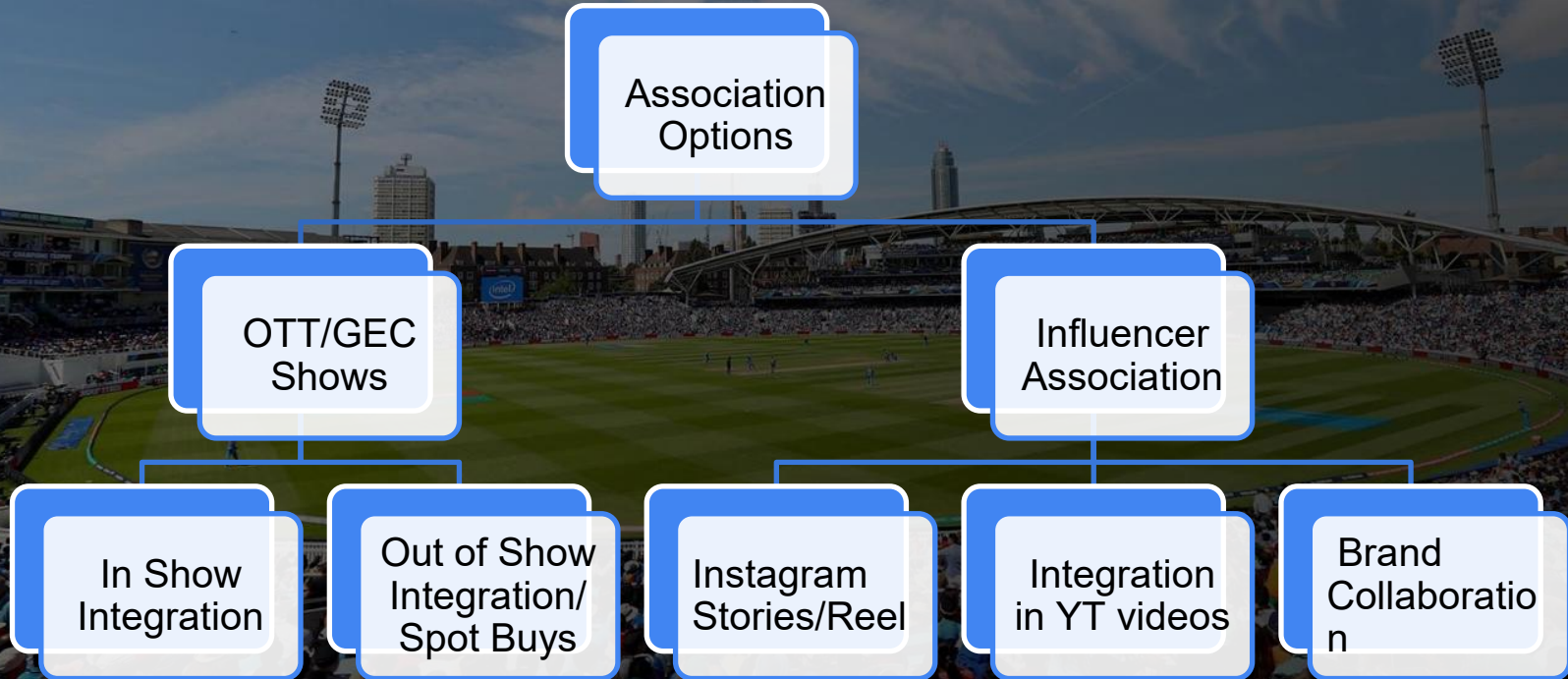
JANUARY	FEBRUARY	FEBRUARY	JULCH	JUTH	DANDIE
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

45

General Entertainment content



Content Integration Opportunities



Thank You

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