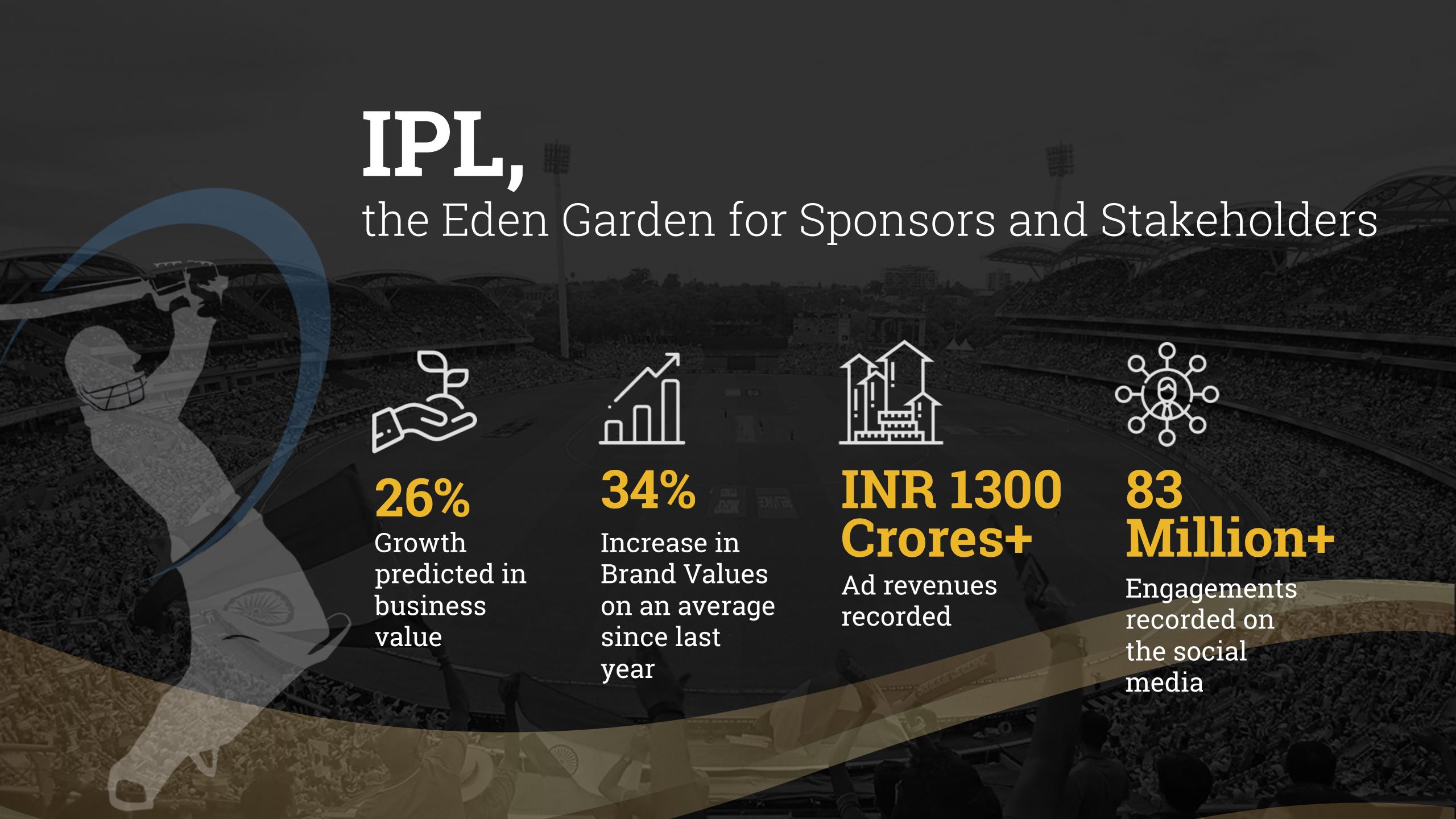


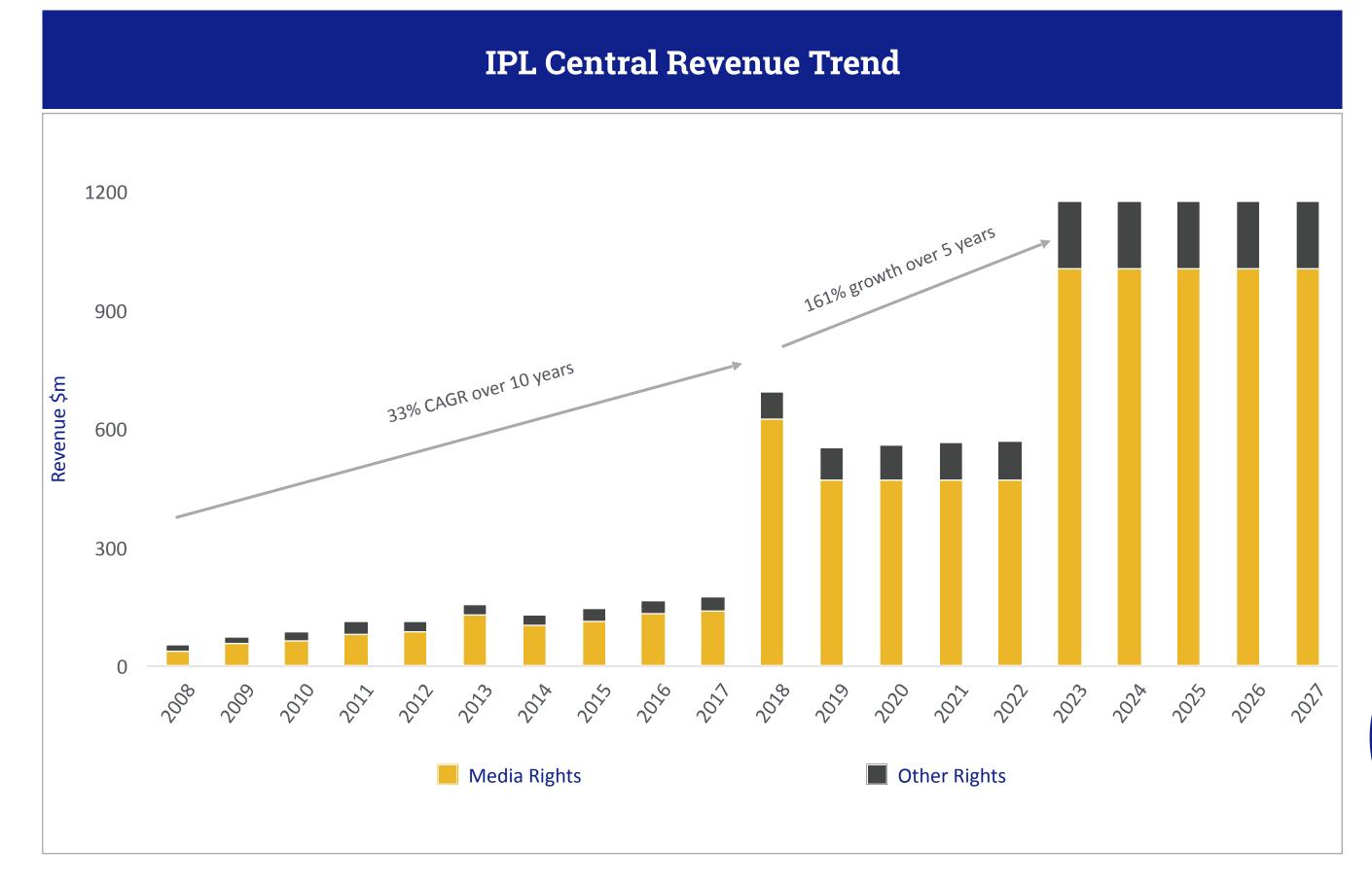


- Cricket evoke emotions
- Over the past 10 years, Indian Sports industry has catapulted
- IPL has led this change from the front
- Sports includes infrastructure, events, hospitality, training, manufacturing, retail
- The Indian sports sector is experiencing an upheaval
- The government, the private sector as well as non-profit organizations coming together







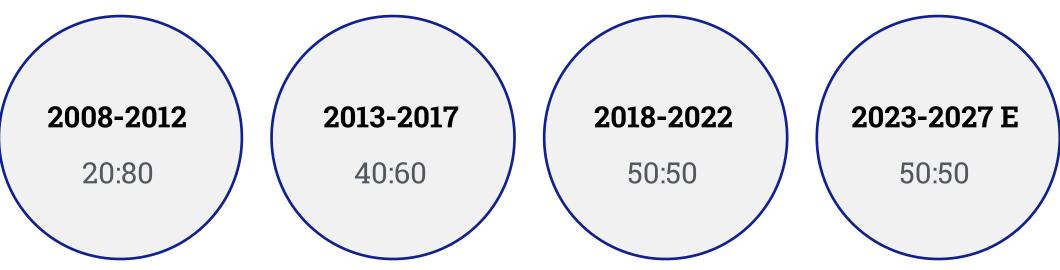


IPL,

head to head with other sports

IPL revenue trend: Increasing in line with global competitions

Share of Media Rights (BCCI:Franchisees)



IPL,

League for Legends



Unique league structure enables teams to attract the best global talent



8 Teams, best players, exclusive entertainment



Timing of league enables attraction of worldwide talent



Highest IPL players
will earn >\$250k
per week,
attracting the best
players



The Fandom Power

4.9 Million

Twitter Followers

1.8 Million+

Facebook Followers



Viewers Worldwide INR 1300 Crores+

Ad revenues recorded





The heartthrob team in IPL, Rajasthan Royals is all set to march on to the green pitch with vigour and energy



Vision

To build a self-sustaining business network of sports franchises that aims unearthing young talent and grooming them to perform.

We strive to work towards betterment of cricketing culture and run a professionally managed cricket franchise.



Mission

To be the most loved and inspiring sports brand of the country and promote a positive youth sports culture that teaches life lessons and "honors the game" at all times.



Values

Leadership
Resilient
Togetherness
Adaptability
Innovation
Integrity









Reign of the Royals



Third ranked team on overall win percentages in IPL



Three champions league qualifications



Record for the highest ever run chase in the IPL (217)



Shane Watson only player to receive the IPL Player of the Series twice



Reign of the Royals

Team	League Matches	Wins	Losses	No Result	Win %
Chennai Super Kings	116	69	45	2	59%
Mumbai Indians	144	84	59	1	58%
Rajasthan Royals	116	60	52	4	52 %
Kolkata Knight Riders	144	72	68	4	50%
Kings XI Punjab	144	69	75	0	48%
Royal Challengers Bangalore	144	68	71	5	47%
Sunrisers Hyderabad	144	66	76	2	46%
Delhi Daredevils	144	62	79	3	43%



Launched by RR

Ravindra Jadeja
Ajinkya Rahane
Yusuf Pathan
Karun Nair
Sanju Samson
Naman Ojha
Barinder Singh Saran
Stuart Binny
Pravin Tambe



Bringing the best to the table... nationally and internationally





Business: Its a royal affair!

- Elaborate game scope of approximately 20 matches per season.
- 14 League games + 1/2/3 Final stage games + 3 Exhibition games
- Maximum entertainment.
 Maximum exposure.

Retail,
Global merchandising and
Broadcast licensing

Mobile and content engagement

Partnership

Venue



- Instruct brand difference and positioning to consumers
- Increase sales by promoting product during sporting events
- Develop their profits by soliciting clients loyalty program for these individuals

Progress communication to target market by associating with RR

General seating

Perceived ownership

Hospitality seating



Match Experience: Royal treatments for Loyal Stakeholders **Club seats**

Season tickets

Loyalty programs





Match Coverage: The tides are changing

Content demanded rising



Brand Affinity
and success
association



Global reach and media visibility



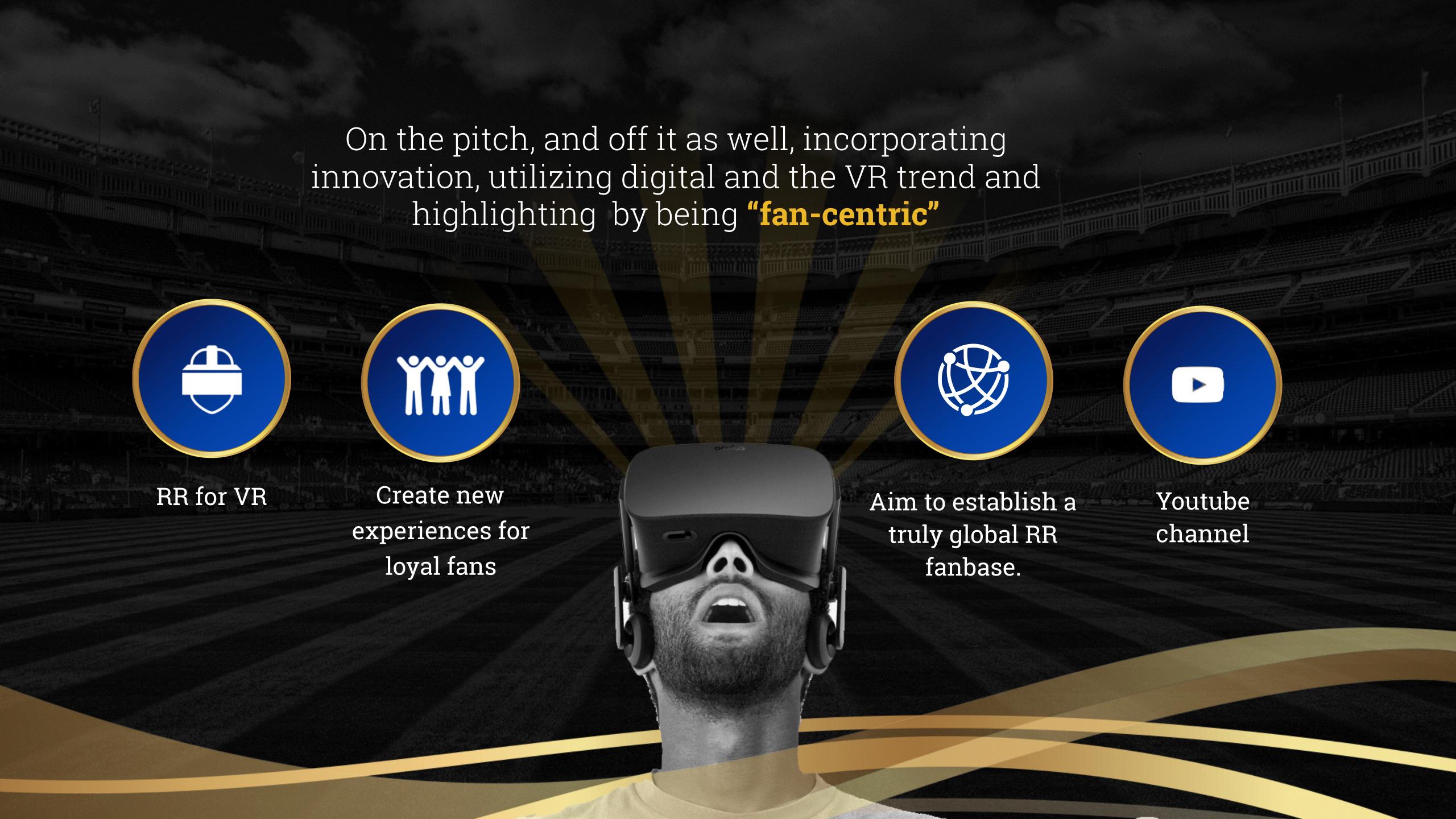
Access to players and training complex



Global activation and marketing support









Life beyond Live

The non-live series:

- What do cricketers do when they aren't playing
- What happens in the dressing room
- How do the cricketing idols party
- Meet your heroes outside the battleground as well













































RR for Fans... here and abroad

With Rajasthan Royals' success on the pitch, the result has been effective off pitch with the ever-growing presence of RR fans around the world,

RR is to provide fans with Official Rajasthan Royals City Supporters Clubs.

A Supporters Club is an officially recognized group of loyal Rajasthan Royals fans who have come together to share unforgettable City moments and to cheer on the Club they love.



Rajasthan Royals

Partnering with RR



Exposure(Television and Online)

- International Recognition
- Digital Viewership



Players for Promotions

 Brand ambassadors for campaigns and PR Activations.



Benefits beyond Profits

- Perceived ownership benefits
- Match Day Hospitality
- · Chance to interact with players





