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Kolkata Knight Riders strongest IPL brand

Despite their poor cricket performance, the Kolkata Knight Riders have emerged as the strongest IPL brand. UK's Intangible Business, a world leading brand valuation company, in collaboration with MTI Consulting, a fast growing international strategy consultancy, have just released the IPL Brand Value Scoreboard 2009 – a pioneering valuation aimed at measuring the strengths of the 8 IPL Franchises.

Sharukh Khan's Kolkata Knight Riders (KKR), with a Brand Value of USD 22 Million tops the Brand Value Table, closely followed by Delhi Daredevils (USD 19M), Chennai Super Kings (USD 18M) and



Richard Yoxon



Hilmy Cader

Mukesh Ambani's Mumbai Indians at USD 17 M. Last year's winners Rajasthan Royals are at the bottom of the table with a value of USD 10 M. Richard Yoxon, International Director, Intangible Business, believes that "winning games is not enough to build a suc-

RANK	BRAND	VALUE
01	KOLKATA KNIGHT RIDERS	\$22m
02	DELHI DAREDEVILS	\$19m
03	CHENNAI SUPER KINGS	\$18m
04	MUMBAI INDIANS	\$17m
05	KINGS XI PUNJAB	\$15m
06	ROYAL CHALLENGERS BANGALORE	\$14m
07	HYDERABAD DECCAN CHARGERS	\$11m
08	RAJASTHAN ROYALS	\$10m

cessful sports brand. Teams need to engage the local community, attract star players who inspire a wide audience and develop a strong marketing communications

programme." Further explaining the rationale and methodology, the CEO of MTI Consulting Hilmy Cader says "Brand values are a reflection of a

brand's ability to generate future income. It is a forward looking study that uses historic performance and future trends to predict future activity. 2008 publicly available sales data was gathered for each franchise. To determine the strength of the brands, each brand was scored on a series attributes that underpin the power and reach of the each brand. These attributes are a mixture of hard measures and soft measures of brand strength sourced from publically available information and from a qualitative panel of cricket fans from each test playing nation. Us-

ing this data, valued using ty methodology. Significant franchises are vested in a capture the cricket fans club culture cess of the v sports brand squads will cess of each over time, th stant that un ultimately re the long-term ability and franchises.