

For a brand like us, IPL is a perfect fit: Sanjay Gupta, APL Apollo

Gupta, Chief Managing Director, APL Apollo says the massive outreach of IPL is one of the major factors they chose the league for brand activation



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APL Apollo for the first time has associated with Indian Premier League (IPL). The company is one of the principal sponsors of the newly branded Delhi Capitals, which was earlier called Delhi Daredevils. It actually showcases how sporting leagues are emerging as the best bet for brands in the country.

According to Sanjay Gupta, Chief Managing Director, APL Apollo, “For a brand to choose the right platform that reaches out to a mass audience is never an easy decision. Many factors come into play in deciding how the company wants to derive its positioning through the platform. Cricket is a loved sport in India and the audience viewership is one of its kind. The massive outreach of IPL is one of the major factors we have chosen for our brand activation. Also, when we see the history of IPL sponsorships of lesser-known brands, they have got the desired outcome through IPL. Every brand that has reached out through IPL has been able to create space in the consumer’s mind. For a brand like APL Apollo, it’s a perfect fit.”

The brand recently rolled out a TVC with Delhi Capitals cricketers for this IPL season. This is the first time the brand has advertised in the consumer space, a completely new experience for the company. “We have never really advertised for the masses,” adds Gupta.

“Given the legacy we hold, it was time we felt to reach the audience on a larger scale. Also, being the only advertisers in this category and the undoubted category leaders we have taken the onus to drive the market through the campaign. We firmly believe IPL will turn out to be the ideal platform to start with, he explained.

Speaking about the marketing mediums the brand will adopt to communicate to its target audience, Gupta said, “We have partnered with a creative agency to work out a 360-degree marketing plan, which will deliver on the core of the brand through various touch points and mediums. The idea is to amplify the brand promise and deliver it most effectively to the end user. The narrative of inner strength is beautifully conveyed through our film and OOH, however, the same message has to be conveyed differently through different mediums like digital has to find a cut of inner strength to deliver on the promise, there is also an on-ground activation to derive mileage out of this.”

The current revenue of APL Apollo stands at 7100 Crore, and the company aims to have 20 per cent growth in top lines and 20 per cent growth in the bottom line by 2020.

When questioned if the brand is looking to partner with other sporting leagues, Gupta expressed, “There are no immediate plans of associating with other sporting leagues but sports being close to our heart we would be interested when the right opportunity strikes. Cricket and especially IPL being a one of a kind platform, the brand has decided to leverage that. If we see any sporting league lending it to the brand ethos we can evaluate and consider the association.”