



CSK's Story

India Cements had a 30 year long history of hard core cricketing experience (Chennai Super Kings, 2008) and it was natural for N. Srinivasan, (former Chairman of BCCI) Vice-Chairman and Managing Director of Indian Cements Ltd., to buy CSK.

CSK had bid US\$1.5 million (Rediff Sport, 2008) for its captain MS Dhoni, and had retained him as the captain since. MS Dhoni was considered the biggest asset of the franchise.

The Super Kings have lifted the IPL title thrice (in 2010, 2011 and 2018), and have the best win percentage among all teams in the IPL (61.56%). They hold the records of most appearances in the IPL playoffs (nine) and in the final (seven)

CSK had the second largest fan base on Facebook with approximately 1.5 million fans, second only to MI (2.8 million) in 2012.

In 2012, the brand value of CSK was the highest amongst all teams in the league with an approximate brand value of US\$70.16 million 2012 followed by MI at US\$57.6 million.

CSK was adjudged by Brand Finance to be the most valuable brand at \$65 Million USD after the completion of IPL 2018 with the team lifting its third title in a dream return, tying them along with Mumbai Indians as the most successful team of IPL with three titles each.

CSK Business Model

Revenues Central Pool: IPL central pool earned its revenue from-

- (i) selling media rights to broadcasters,
- (ii) title sponsor and licensing to co-sponsors,
- (iii) bids and franchise fee from franchises and
- (iv) 20% of gate collection from all matches and official umpire sponsors.

54% of revenue in the central pool was to be equally distributed amongst the franchisees till 2017. Thereafter 45% of the share would be shared.

Although CSK has been successful in building a fanbase as well as growing its revenues during the initial phase it now needs to formulate an integrated strategy to build brand equity and attain its objectives of growing its revenue at a CAGR of 20% till 2020.

As on March 2018:

Total Assets stood at Rs.190 Cr

Paid up equity – Rs.3.08 Cr

Networth – Rs.14.31 Cr

Investment in unlisted/PRE IPO shares have the potential of giving high returns, they are also accompanied but higher risk due to a variety of reasons. Investors need to exercise caution while investing in Unlisted/PRE IPO companies. Generally, they should have a minimum time horizon of 3 years and should not allocate more than 50% of their equity in Unlisted/PRE IPO Shares. All facts and figures taken from the shareholders report available in public domain.

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