WOXSEN UNIVERSITY
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# BIZTECH
## MAGAZINE

The IPL
Mantra 9

# BEHIND THE SCENES

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# Brands promoting and sponsoring IPL
## Reaches everyone.

We were very bored last year and IPL was a saviour. With great interest, we saw it. However, one thing we observed was brand promotion. That made us very excited. The giant Amazon India is a great example to be developed. To promote and increase the reach of their annual sale, Amazon Great Indian Festival, Star Sports created several branded content interventions. These were never before viewed live content, which was broadcast in different languages on all channels. To make the content fresh, Star Sports used several actors and multiple locations within the studios. They also produced a customised cricketainment show exclusively for amazon.

They integrated several elements to create excitement for the sale that was going live at midnight. With this, the company could generate leads in 99.3% of pin codes in the country. Another example is VIVO, the title sponsor for IPL. Vivo achieved the title for sponsorship rights between 2017 and 2022 for approximately US$341 million. The title sponsorship forms a vital role in the IPL's revenue as 50% of the title sponsorship money goes to the eight franchises. But, at the same, there is enormous competition to bag this sponsorship.

Several companies promote Ipl and its brands. For example, Dream 11, an Indian fantasy sports platform, was the title sponsor for 2020. Unacademy, an Edutech firm, executed many campaigns and contests, increasing the league's informational and aspirational value. Next is Cred, a credit card management and bill payment platform, also a sponsor for IPL. There are also many other sponsors like Tata Altroz- Official partner, Paytm-Umpire Partner, and Ceat-Official Strategic Timeout Partner. The teams also have their separate brand partner sponsor, which is based on their overall performance and their following. Thus, IPL can make many companies much larger in their branding and promotional activities.

- Bhuvan Sathvik
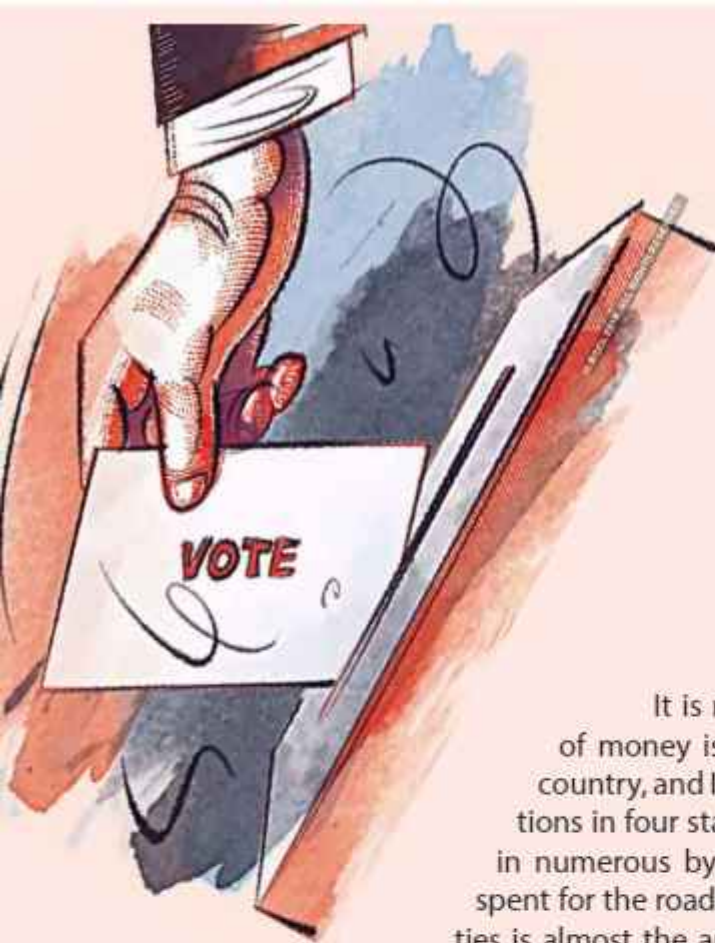
# Economy and elections

## Slow, steady, and open loot to win the race later

It is no news that a humongous amount of money is showered on elections, be it in any country, and India is no different is gearing for its elections in four states, one union territory, Rajya Sabha and in numerous by-elections in different states. The amount spent for the roadshows done by various party higher authorities is almost the amount spent for one fat Indian wedding. The recent election to Lok Sabha in 2019 alone cost various parties combined approximately Rs. 60,000 Cr, double than the previous election costing Rs. 30,000 Cr in 2014 according to the reports of the Center for Media Studies.

Statistical studies and their implications prove that the economy of a country slows down. The parties spend a lot of amount leading to a dramatic increase in the national debt taken by the government for introducing appealing policies which in the long run are almost non-functional. The promises of tax reduction are used to lure the voters only to increase in the later stage. The public unbridling of money is seen paving the way from increased inflation and shortage of products. The effect of these occurs on the industrialists and businessmen who take a step back and do not invest in many new projects, instead of support favourable political candidate and parties by moving all the money out of bank accounts, resulting in the slowing down of the credit growth.

However, these elections do have a positive side. For example, they provide temporary employment to the huge mass of people and small-scale businesses like rental services see huge growth, and the need for security personnel and event managers increase.

The voters should not move with the temporary agendas of any political party, instead should see the success of a candidate or a party, ultimately as the future of an economy lies in the hands of the people elected.

- C Meghana

"And if elected, I promise to keep making promises."

# Star India's 3,000 Cr Pandemic Revenue

## "2020 Vs. 2021"

Coronavirus related losses, 2020 ended on a positive note for the major players like Star India. Due to the impact of COVID-19, 2020 was a challenging year for both the Indian Premier League (IPL) and Star India, the league's official broadcaster. Star earned about Rs 3,000 crore in ad revenue from both television and the internet. In comparison, IPL 12 pulled in about Rs 2,100 crore in ad revenue for the broadcaster in 2019.

In 2020, adver -tisers had to pay between Rs 12.6 and 12.7 lakh for a 10 second TV ad spot, comparable to Rs 12.5 lakh per 10 seconds in 2019.

Star India, with about 100 new advertisers signing on for the last IP L season, this year too, will be having enough competition. Compared to the first 34 and 35 matches of IPL 11 and 12, the first 32 matches of IPL 2020 saw a 30% growth in viewing minutes. The situation is similar on the digital front, with Disney+Hotstar, IPL's official digital partner charging a 20-25 per cent premium for ad prices. It earned up to Rs 400 crore last year.

This year when it comes to sponsors, there is still much excitement. Disney+Hotstar have so far roped in 10 sponsors, which include Dream11 as the co-presenting sponsor. Star Sports signed up more new associate sponsors on TV, and there is Dream11, Phonepe, Byju's, and Just Dial as co-presenting sponsors with Vivo back as the title sponsor this year.

According to industry forecasts, IPL 14 would result in a 15% rise in Star India's ad revenues only from television. As a result, there will be much competition from advertisers this year as well. Advertiser activity in the upcoming season of the IPL is unsurprising, considering that the tournament had no adverse effect on ratings last year despite being delayed.

While beginning the campaign, Sanjog Gupta, Head – Sports, Star India, said, "VIVO IPL 2021 is returning to Indian soil with a lot of anticipation across the country."

Let us bet that is the case.

- R Varshitha Reddy

# Exit Polling in India

## The exit polls have become the prognoses of Indian political elections.

A survey of electors conducted just after they leave the ballot boxes is referred to as an electoral exit poll. Similarly, an arrival survey is a related poll undertaken before actual electors have cast their ballots. Exit polls are collected by polling organizations, who usually are commercial contractors working with newspapers or channels, to get an early view of how a campaign has worked out. Often, results take a very long duration to calculate and analyze the data, which helps predict outcomes.
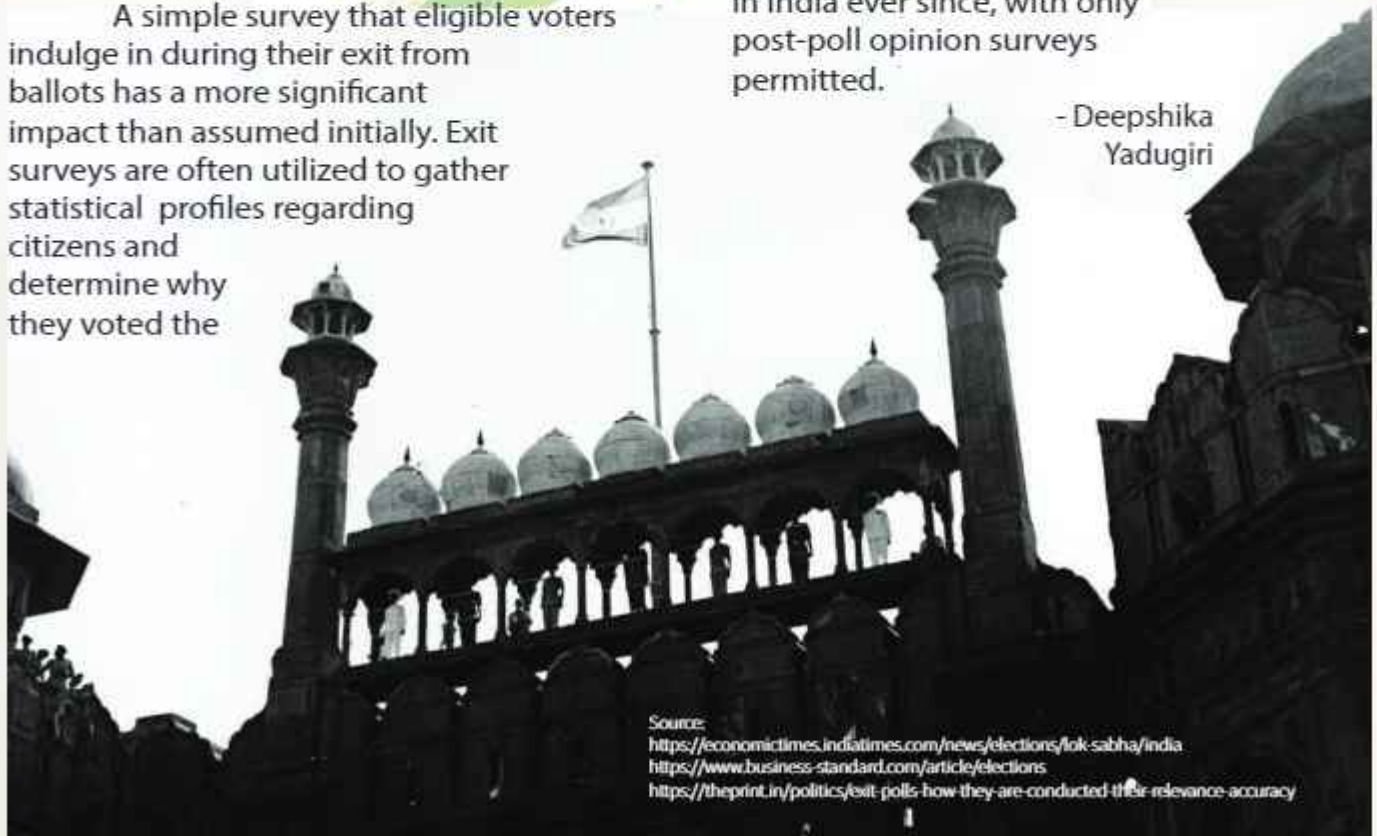
Exit polling companies use a host of standard techniques and methodologies. Sampling is among the many popular methods that are undertaken. These organizations can choose to survey at variance or in a standardized manner. Blind testing can also be of the whole populace, not just of citizens outside of a booth, including age, sex, caste, country, and other factors.

A simple survey that eligible voters indulge in during their exit from ballots has a more significant impact than assumed initially. Exit surveys are often utilized to gather statistical profiles regarding citizens and determine why they voted the way they did. Since individual ballots are cast secretly, sampling is the only way to collect this data. Exit polls have traditionally been seen as a measure against one another and an approximate predictor of the degree of voter manipulation in India and around the globe.

However, exit polling, like many other opinion surveys, have a probability of inaccuracy. For instance, media is considered one of the most influential pillars in Indian politics and elections. At the 2014 Indian national voting, the Election Committee of India banned journalistic institutions from reporting exit poll data before the ballots had been tallied, sparking a nationwide outcry. Following a heavy press backlash, the Election Committee withdrew its assertion and confirmed that exit polling could be shown after the last ever ballot, had been cast. Exit polls have been banned in India ever since, with only post-poll opinion surveys permitted.

- Deepshika Yadugiri

Source:
https://economictimes.indiatimes.com/news/elections/lok-sabha/india
https://www.business-standard.com/article/elections
https://theprint.in/politics/exit-polls-how-they-are-conducted-their-relevance-accuracy

# Online betting and IPL
## Illegal yet legal

Cricket in India is more than just a sport, it is often treated as a religion and the cricketers are worshipped as a god. It's a feeling, people feel cricket, they laugh, they cry and they spread joy with it. Religion is a means to make mon-ey; hence, betting in cricket occurs every day with lakhs and crores of rupees invested on bets either in cash or through online betting apps which is illegal. Indian Premier League (IPL) is one of those attractions subjected to heavy betting. Sometimes, the monetary value of the amount in bets is more than the entire cost of a season.

The apps used for betting may depend on the country you are using. IOS applications cannot be utilized in India because online gambling is not regulated. A few of the top betting apps for IPL include Perimatch, 10Cric, LeoVegas, Pinnacle, Bet365, 888Sports, William Hill, Dafabet, Bet way, Paddy Power, etc. These apps stand out from each other, ranging from an easy user interface, cash-out option and bitcoin payment, mobile live-betting, fast loading and negligible lagging, live chat and account opening bonuses, variety of payment withdrawal features, live streaming, no play limit, irresistible welcome bonus to simple access to betting history and account options. Apps like William Hill, bet365 are some of the best international betting apps accepting bets from around 150 countries.

Investing in bets is a personal choice. The wisest choice is the one that does not cost the life of the user. There are many more apps that support online betting even though it is illegal in India which may or may not be safe. Hence, using the ones high in demand and offering information confidentiality is advisable.

- C Meghana

# Fantasy league cricket
## "Technological Gambling"

Technology is modifying businesses to make millions of dollars a day. The Fantasy sports market is booming, and such a trend is because of digitalization. By reaching millions of users and creating a friendly gambling platform that sustains both sides of commerce: business and consumer.

Fantasy sports played on digital platforms allow sports fans to virtually create and "own" a team before an actual match and place monetary bets on the match/-season. These virtual players are awarded points based on the real players' on-field performance. The total points earned define one's virtual team's overall ranking and, as a result, the return on one's investment. Some platforms also allow participants to participate for free.

When it comes to the global fantasy cricket market and the Indian fantasy app market, with more than 70% of fantasy app users using mobile apps to play fantasy sports matches and leagues, the trend is quickly spreading worldwide.

In the past two years, the number of users has increased dramatically, from 2 million in 2016 to 20 million in 2018. Indian app, Dream11 has 1.8 crore users, making it the most popular player in the market. Users spend an average of 42 minutes a day on fantasy sports apps in terms of engagement.

When it comes to generating revenue, advertising is an essential source. Advertising is ruling the consumer sector. With the right design and development assistance, one can attract followers who are already eager to participate.

Popular fantasy websites and apps provide a platform for other businesses to advertise, which benefits the company by generating revenue.

Investors can choose between creating an Android or iPhone app during the development of fantasy sports league software. Major investors in the fantasy gaming industry have launched games for Android and Apple. The principal goal is to attract more significant users, which will unquestionably increase profits.

People now have a chance to make cash playing their favourite sports on their mobile phones. This technology used people's fun and excitement and turned it into a way for them to make money.

- R Varshitha Reddy
& Gaddam Shashank

# Digital innovation, voters, and elections

## New normal to again votes

As it is known that the season of elections is due, candidates and parties contesting opt for various ways to gain maximum votes by attracting the voting crowd. They may range from innumerable policies of welfare to creating an imprint of the party name on the minds of the voting crowd by repeated texting of the name of the candidate, party and the timeline of the events that happen in and around the party which is a repetitive advertisement strategy.

For instance, "voice poll survey" is the contrivance of VA Networks Ltd, Kochi which uses voters' preference and records it, a one-time poll, the other parties may change their campaigning strategy based on the results of this poll. This can also be done by calling voters personally and knowing the preference either before or after voting. The polls are often conducted by the telecom companies which set up call centres specifically to serve this purpose. Voice poll survey was first done for a political candidate in Kerala and was successful to a large extent. Reading the mindset of the voters' is an added advantage.

The campaigning of the parties has shifted to a digital platform from lavish roadshows and barefoot walks in and around the constituencies, as a consequence of the pandemic. Bulk SMSs, e-mails, and social media advertising have already been in action past few years and innovative techniques like voice poll survey are the upcoming future of the campaigns and advertisements. The IT sector is in much demand for brainstorming such creative ways as it is the era of digitalization and the voting crowd is always on the internet and social media. However, it should be noted that registering with TRAI DLT (Telecom Regulatory Authority of India Distributed Ledger Technology) is mandatory for the ones sending both transformational and promotional SMSs to the customers.

- C Meghana

# Trust in election results

## Use of less technology for fair and transparent process

The results of the elections are generally biased for voters due to the lack of trust in the fairness and transparency in the process. This can be due to a lack of confidence in the electoral body or the whole process that leads to violence in many countries. For example, in recent time stories of young countries like the Central African Republic and Kyrgyzstan, the results of the election are followed by mass violence and is regarded as unfair respectively. Myanmar election outcome resulted in violence as the military doubted the elections to be fraudulent. The same applies to the election results of the US where Joe Biden was elected as the President of the nation, 38% of the voters believed that the election was unfair and took matters into their own hands by capturing the capital.

Elections always have huge drama and violence if the results do not favour the citizens. Hence, importance, a way that is more fair, transparent, and trustworthy, is needed to control the situation after the result is announced. The proper method of ballot system voting can be opted to increase the trust in the voters and voting process as it happens in Australia. Otherwise, voters can start to believe the news which was circulated explaining that the votes cast were diverted to Joe Biden from Donald Trump by hacking the systems which may lead to election issues of security.

Andrew Appel, professor of Princeton, states that the safe and best voting system is the ballot system with pen & paper and where counting of the votes can be done with hand or unnetworked optical scanner. This reduces the risk of technology being outdated or hacked and ensures a transparent process. If any problem arises, the ballots can be counted again. Another way to ensure one vote per person is to update the information about the voter via the election app so that the deceased can be ruled out of elections. The ink mark on the finger for the voter after voting is another method.

There is no fair and transparent process if seen, as people who want to mess with results tend to find a loophole leading to unfair process and mistrust of the voters. Thus, the process opted should be less driven by technology to ensure maximum fairness and transparency.

- C Meghana

# The IPL Mantra

## Businesses can make most of the IPL phenomenon by optimal usage of SEO and Social Media Marketing.

The Indian Premier League fever has spread throughout the country. IPL is the nation's most popular sporting event, and anything connected to it attracts attention. IPL is becoming a movement that many retailers are capitalising on, and like any phenomenon, consumer buying behaviour reflects it.

The Indian Premier League is not only a popular cricket fan competition but a great way for companies to market their products. In truth, "IPL" is among the most commonly searched phrases on the web. To achieve further popularity, marketers use SEO, content and social media ads to capitalise on this pattern. It is a once-in-a-lifetime catalyst for companies.

Although larger corporations are funding the event or introducing larger publicity initiatives, smaller businesses are also taking advantage of the IPL movement to gain exposure and enhance consumer interaction. Let's take a peek at how IPL can help companies.

Because of the IPL's two-month structure, companies may fully use it. To capitalise on the IPL trend, companies are launching contest-based material. Organizing a competition in this time





-frame is among the most successful ways to improve interaction and brand awareness. For example, Dineout is selling

wallet cash for accurate winning predictions, which can be used to spend at a cafe.

Amongst the most lucrative times to introduce new goods, is during the IPL. Plot the marketing campaign all-around IPL to make the most of the rise. If you already have enough money, you could even recruit a player to participate in your ads. To capitalise on the phenomenon, companies are introducing IPL-themed items such as T-shirts and apparel. You may also use the influence of social media to achieve natural interaction without investing a lot by capitalising on the IPL movement.

Food ordering experiences are continually being improved by businesses. Most customers decide to order when they play the games. Hence brands can communicate smoothly thanks to the IPL. For all of those brands, it's a wonderful media tool.

Swiggy, for instance, collaborated with Hotstar to encourage customers to order food without interrupting the game. On accurately guessing the winner of that game, Zomato gave points to use on the next transaction. As a result, the income of different restaurants, as well as their client base, therefore rise.

- Sai Deepak Konreddy

Source:
https://www.franchiseindia.com/content/how-small-businesses-can-benefit-from-ipl.13171

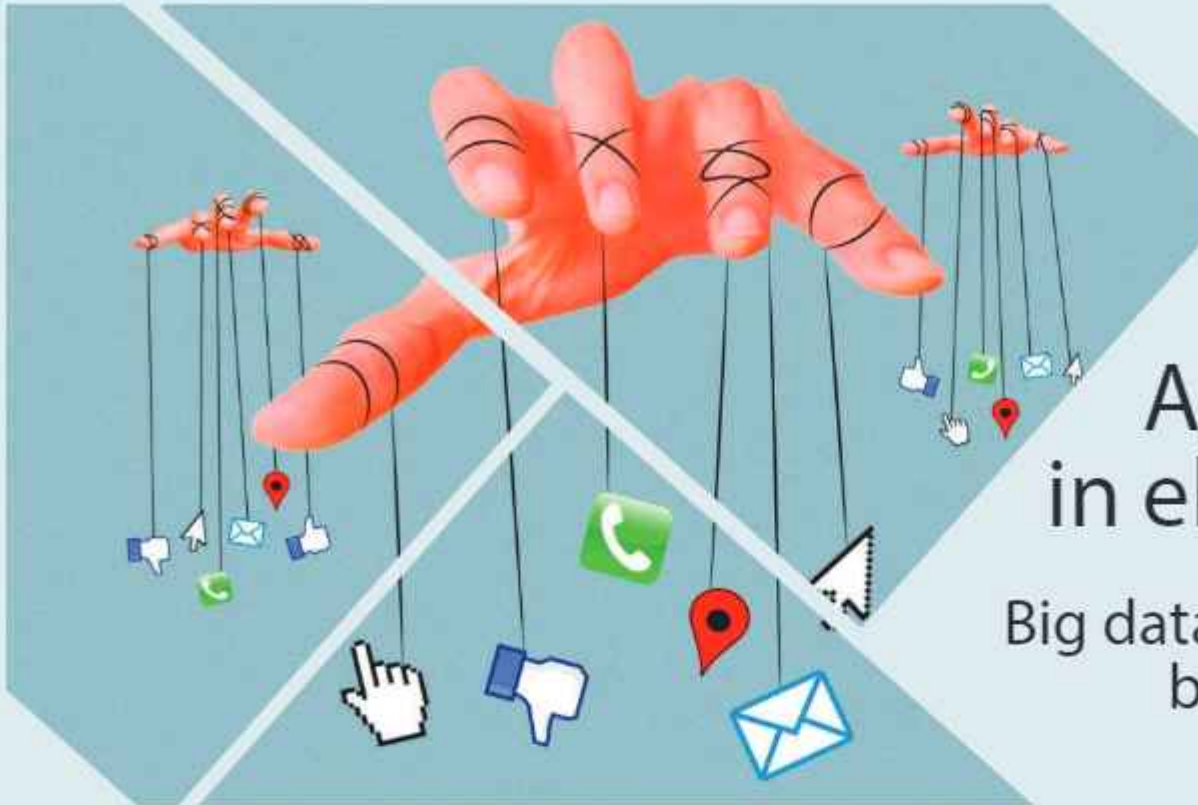# Influencing Voters From Media to Social Media

## Connect voters easily

A democratic country, India holds a government-building election every five years to elect its rulers. During this period, politicians are using various marketing techniques to reach people and win the elections. Digital marketing is one way to get across to people in this digital age, and different political parties are using it to win elections. Politicians can reach people using social media. This helps to reach more people. Also, political parties craft their websites to address their agendas and ideas.

But, the prominent supporters of this marketing are the youth. Youth are engaged more in social media. So they know this news better and share it. Interestingly, politicians bag a considerable number of supporters in social media. Even people sell different types of merchandise related to the political party's agenda and their famous figure. Also, politicians use various kinds of data to analyze people's mindset and mould their agendas and ideas accordingly. Politicians, on the other hand, use social publicity. Politicians start various hashtags and hold live video calls for more people.

Again, when you are about to make political decisions or modify any existing policies, the politician has an opportunity to manage a poll. This would benefit them in deciding and benefiting from the people. Politicians use digital advertising as a cheaper, more efficient way to publicize and attract people. A digital advertising campaign can reach a large number of people as the inbuilt algorithms of these platforms help the political party get a vast target audience. All the political parties reach a large target audience, and digital marketing is thus a valuable way to achieve the desired audience. Digital marketing in India can be a boost for politicians and people in elections with a huge population of young people and socially conscious people.

- Dheeraj Anchuri

Source:
https://thedesigntrip.com/2019/05/23/digital-marketing-and-lok-sabha-elections-how-does/
Image source:
http://thedesigntrip.com/wp-content/uploads/2019/05/Introductory-image-for-the-blog.jpg

# Analytics in elections

## Big data influences big numbers

With around 90 crore voters in India, more than 50 crores are social media users with Facebook, WhatsApp and Instagram accounts. An analysis shows that social media can influence around 30% of the voters at the time of elections.

Algorithms, artificial intelligence and analytics play a huge role in elections and influence people with big data. Data around everywhere, creating endless patterns of political messages and posts by tracking the users' activity, helps to deliver targeted ads and related content by all the political parties.

Data analytics is beneficial for both political parties as well as the citizens. The parties thus have a clear idea about what campaign to come with, connect with the citizens, and help people by giving them insights about their leaders, party, the development done and the success rates of their projects and campaigns.

Various start-ups are working with political parties by dealing with data, analysing and processing it, and coming up with political apps, which is a bridge between party and people. The data analysed helps the party to tweak their campaigns according to the preference of the consumers.

Not only the campaigns but also voting strategy and candidate fielding have become more quantitative, with big data steering the parties. Data from a range of applications provide insight into voter opinions of MPs and MLAs, as well as a review of their tasks, which can be analysed.

Pratham Mittal founded the Neta App in January 2018 and now leads a 55-person team. Users can rate and review their MPs and MLAs, which is valuable information for political parties. According to the company, 90% of the candidates who won in Karnataka were also rated highest on the app.

Political parties that use technology to their full potential can reach out to voters more effectively. Keeping this in mind, technology is just an enabler; it doesn't guarantee leaders' win.

- Gaddam Shashank

# Role of Cinema in Elections

Cinema is an entertainment based business, but do you know it acts an instrument of propaganda in elections!

While writing this article, there are elections going on for 5 states in India, where Tamil Nadu is one among them. On the contrary, the "Thalaivi" movie based on Tamil Nadu's Ex-Chief Minister Jaya Lalitha, is slated to release on the 23rd of April. The promos, songs, posters, and trailers etc are being released to lift the spirits of AIDMK party followers and supporters.

The national image of political parties, as well as how the community sees them, is critical in deciding election outcomes. Via policy proclamations, image creation allows us to exert control. To further please the masses, morose efforts have been made to interweave concerns and photos of the groups in the campaigning phase.

The mainstream media is constantly being used to promote political parties' sellable "positive intentions" by creating an ideologically pure portrait of the politicians. Although social media has been self-congratulatory in claiming that it promotes democratic practices and accountability in government, the recent crackdown on Facebook members who share content supportive of the ruling regimes shows a very different story. As a consequence, the issue of social media's position emerges: is it fostering democracy or merely serving as a dystopia?

With every election, it's worth remembering how Indian Cinema constantly has been used as a propaganda weapon. However, this is not fresh, the scope and forms of media for example TV series,

short films, dramas, and biopics etc, in which this propaganda is delivered today are more extensive than it has ever been. In recent times, films that specifically reflect the prominent political party's ideologies, agendas, and politics have erupted. For example, Uri was also chastised for his guts-and-glory rhetoric for the already excessive "surgical attack" targeting Pakistan, which the Indian media incoherently exploited to portray the BJP's heroic muscle tone and heroism in preserving the region.



The reality that the audience applauded armed response after seeing the film demonstrates the public response to the political cinema. NTR Kathanayakudu, a popular film starring Bala Krishna, portrayed the life of his father, former and late Andhra Pradesh Chief Minister NT Ramarao. The film attempted to evoke intense feelings amongst Telugus in order to influence voters in favour of the Telugu Desam Party (TDP) ahead of the general elections.

The French philosopher and cultural theorist Jean Baudrillard defined neuroticism in technically sophisticated postmodern communities as a situation in which the difference between something being true or what is fantasy is gradually distorted by the press's image representation. It's meticulously constructed artwork that contrasts digital and physical realities, as well as human and AI.

Even though Baudrillard invented the word years before, neurotic now resounds on a far broader scale than it has ever been. We are fully engulfed in social networks. Our biometric templates are tracked by organizations in order to understand better how to manipulate us.

Movies have the ability to influence people's opinions, beliefs, and cultural standards. In contrast to other forms of advertising, they have a stronger potential to influence sentiment and disperse thoughts. As a result, the rapid influx of political movies and biopics, as well as the scheduling of their release, has sparked concerns regarding politicians using Indian cinema's influence for political gain.

In certain cases, postmodern philosophy appears to adequately defend the present media environment, and as the deadline approaches, we may see a surge in the number of provocative clips and photographs released by chance. The effect of this neurotic could only be fully understood after the election outcomes are known.

- Sai Deepak Konreddy

Source:
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