

## CRICKET ON JIOSTAR ATTRACTS RECORD NUMBER OF INTERNATIONAL BRANDS

*Danube Properties, Lattafa Perfumes among the latest global players leveraging TATA IPL's premium reach*

**Mumbai, April 14, 2025:** As the TATA Indian Premier League (IPL) continues to draw record viewership, international brands are increasingly leveraging cricket's massive reach and aspirational pull through JioStar's broadcast and digital platforms. This season, Danube Properties has joined as a *Co-Powered By* sponsor of the TATA IPL on Star Sports, aligning its media investment with a crucial period in its property sales cycle. Also making its debut is Lattafa Perfumes, marking the first time an international retail brand has advertised on JioStar's cricket coverage.

Over the past few seasons, the platform has witnessed an influx of global brands including *Emirates, Etihad, DP World, Turkish Airlines, Disney Cruise Line, Qatar Airways, ARAMCO, Saudi Tourism, and Malaysian Airlines*. Categories such as tourism, real estate, and aviation have emerged as strong international pillars, using the TATA IPL and other marquee tournaments to tap into India's growing appetite for premium global experiences.

India's evolution into a premium consumption market driven by rising affluence in Tier 1 and Tier 2 cities has made it an attractive destination for international advertisers. With over 800 million sports viewers and a highly digital, brand-conscious audience in the 25–45 age range, cricket offers unmatched visibility at scale. For many of these brands, India is not just a target market but a strategic growth hub: one of the top five global source markets for airlines, a high-spending outbound tourism segment, and a significant base of NRI real estate investors, particularly in the UAE.

**Ishan Chatterjee, Chief Business Officer, Sports Revenue, SMB & Creator, JioStar said,** *"Cricket in India is no longer just a national obsession - it's a global advertising stage. We're seeing international brands increasingly turn to JioStar as a gateway to scale, status, and cultural relevance. These partnerships go beyond awareness; they're delivering real business outcomes, from lead generation to brand affinity in one of the world's most dynamic markets."*

**Mr. Rizwan Sajan, Founder and Chairman of Danube Properties,** echoed this sentiment, *"Danube Properties is thrilled to partner with Star Sports this year on the TATA IPL. India is one of the biggest markets for Danube Properties, and there isn't a better medium than Star Sports and the TATA IPL to maximize our reach. The TATA IPL takes place during one of the busiest periods in our investment cycle for both commercial and residential properties and being able to reach that scale of high-net-worth individuals within just two months gives our business a significant boost. This association continues to be a key driver of investor interest, making it easier than ever to own a property in Dubai. It has been a truly impactful association, and we look forward to even greater success ahead."*

With global interest in India on the rise, JioStar's cricket platforms have emerged as the definitive launchpad for international brands seeking relevance, recall, and results in a fast-evolving market.