

JIOSTAR STUDY DEMONSTRATES STRONG SALES UPLIFT FOR FMCG BRANDS ADVERTISING DURING IPL 2025

Mumbai, January 12, 2025 – JioStar today announced the findings of a comprehensive study evaluating the influence of advertising on consumer purchase behaviour during the TATA IPL 2025. Drawing from offline sales data across 4,400+ retail stores nationwide, the study covered 40+ brands across 15 FMCG categories. The analysis provides one of the strongest validations of sports advertising's effectiveness in driving measurable business outcomes in India. The study was conducted by a US-based company named Aintu Inc.

The study revealed that FMCG brands advertising on JioStar during the TATA IPL 2025 witnessed a consistent uplift in sales across categories, both, in volume and value. On average, brands across FMCG segments recorded a 5.7% uplift in sales value. Advertisers adopting a cross-screen strategy spanning both television and digital platforms achieved a 6.3% uplift, compared to 5.3% uplift for single-screen campaigns.

Higher advertising investments also translated into stronger results, with brands spending over ₹10 crore witnessing an 8.4% uplift, nearly double the 4.9% uplift observed among brands with lower spends. Importantly, campaign formats played a decisive role: advertisers combining video and display formats delivered a 7.2% uplift, outperforming video-only campaigns at 5.5% uplift.

Anup Govindan, Head – Sports Sales, JioStar, said: *"While sports has always been known for its ability to capture audiences at scale, its role today goes far beyond reach and awareness. The focus has shifted to driving impact and delivering measurable outcomes. This study clearly demonstrates how brands that partnered with JioStar during the TATA IPL 2025 not only connected with millions of viewers but also translated that engagement into real, quantifiable sales uplift."*

Mayank Shah, Vice President, Parle Products, said, *"IPL 2025 once again demonstrated how powerfully sport can shape consumer emotion and behaviour. For Parle, it created the right moment to engage fans who were fully tuned in, sharing, reacting, and naturally reaching for their favourite snacks. The season strengthened traction across our key brands from wafers to Marie and turned that cultural excitement into meaningful movement in brand preference and sales. It reaffirmed the impact of meeting consumers exactly when their enthusiasm is at its peak."*

Reacting to the study findings, one of the FMCG advertisers, Saurabh Gupta - Managing Director - Hamilton Sciences, said, *"At Denver, we have always believed in the power of sports advertising to connect with consumers in moments of passion and excitement. That's why we chose to partner with JioHotstar during IPL - the biggest sport-entertainment event, on the biggest media platform in the country. The results speak for themselves, reaffirming our belief in the impact of sports-led advertising. We're talking about real impact here: advertising that sticks with people, builds genuine connection, and ultimately shifts behaviour. Nothing gets bigger than this. We're thrilled with the outcomes and are already looking forward to taking this partnership to the next level in 2026."*

As sports continues to evolve into one of India's most powerful cultural stages, the findings reaffirm JioStar's position as the platform of choice for advertisers seeking both reach and ROI. By combining unmatched scale, deep engagement, and transparent measurement, JioStar empowers brands to unlock meaningful growth during marquee events like the IPL and beyond.