

The ₹700Cr Creator Economy Deep-Dive.

SPEND · TIERS · ENGAGEMENT · CAMPAIGN ROI

₹700Cr

2026 SPEND

1.5M+

CREATORS

2.6B

ENGAGEMENTS

+40%

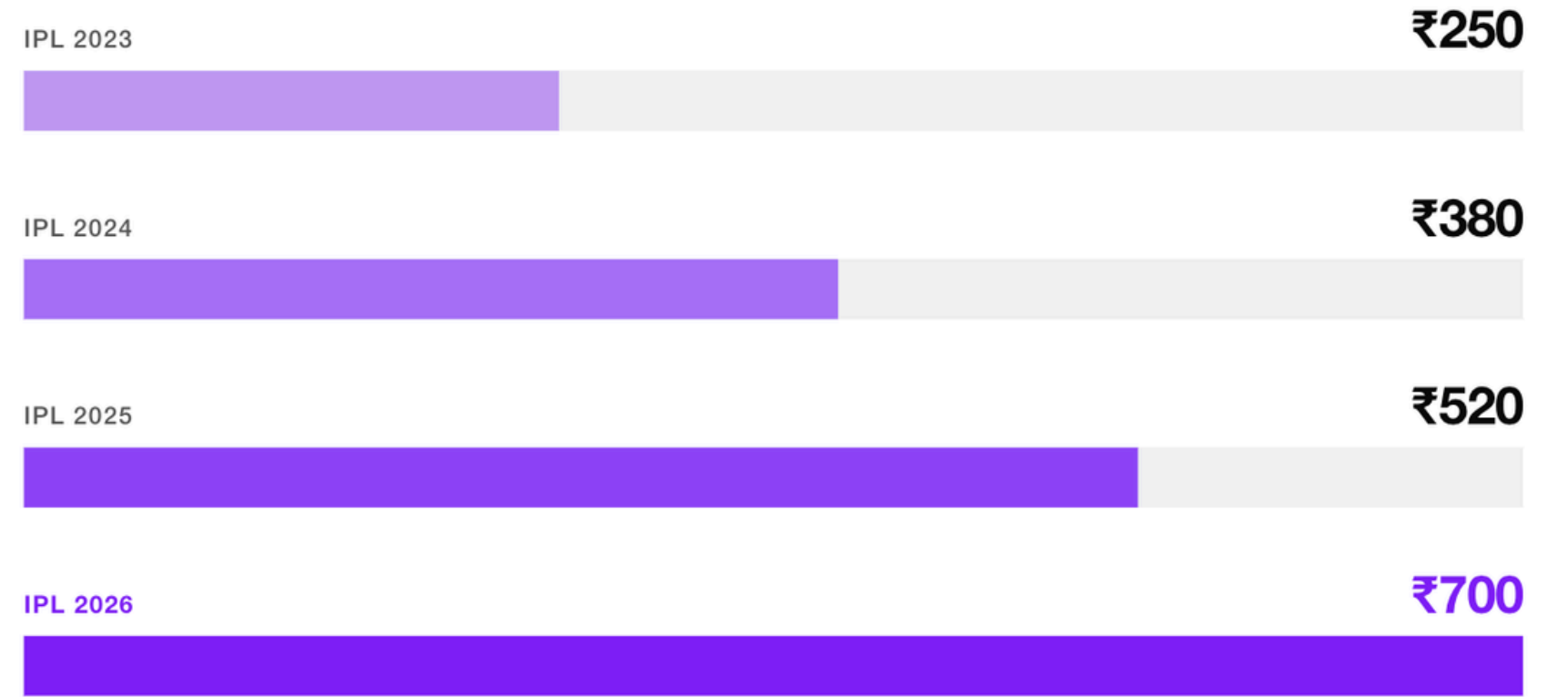
YOY GROWTH

Influencer spend has nearly tripled in three IPL seasons.

From ₹250Cr in 2023 to ₹700Cr in 2026 — outpacing every other IPL ad category.

+40% CAGR 2023 → 2026

IPL INFLUENCER SPEND (₹ CR)



16–18%

Share of IPL digital ad spend

86%

Engagement growth 2023 → 2025

40%

Avg annual spend growth

65%

Brand recall from IPL influencer campaigns

Source: Qoruz 2026 · CleverTap · Medianews4u

India's IPL creator spend is a microcosm of a \$32.6B global movement.

THE GLOBAL PICTURE

\$37B

Creator ad spend, 2025 (IAB)

\$32.6B

Global influencer market, 2026

+4x

Creator spend growing 4x faster than broader media

74%

Marketers raising influencer budgets in 2026 (Aspire)

THE INDIA IPL SLICE

₹700Cr

≈ \$84M — IPL 2026 influencer spend

~0.25%

Of the global influencer market — but the densest concentration of any single sporting event on earth

60 days

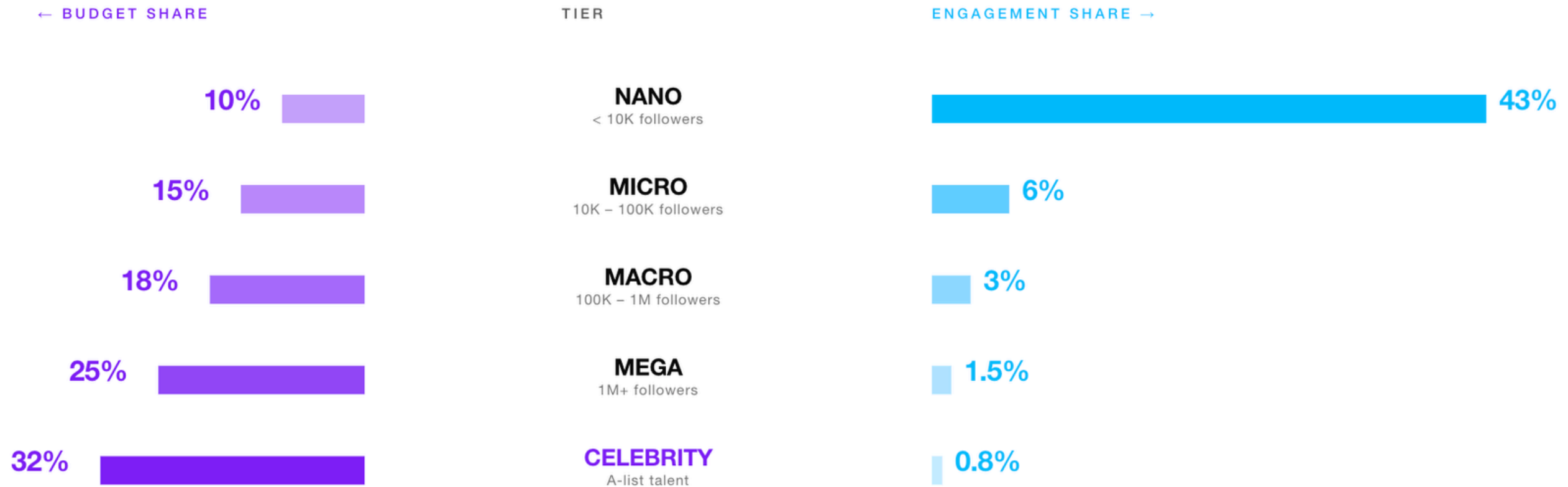
The window in which it all happens

IPL is the world's most influencer-dense sporting event by spend-per-day.

₹700CR · 60 DAYS · 23,860 CREATORS ON FINAL NIGHT ALONE

Where the budget goes vs. where the engagement comes from.

An inverse relationship that brands keep ignoring.

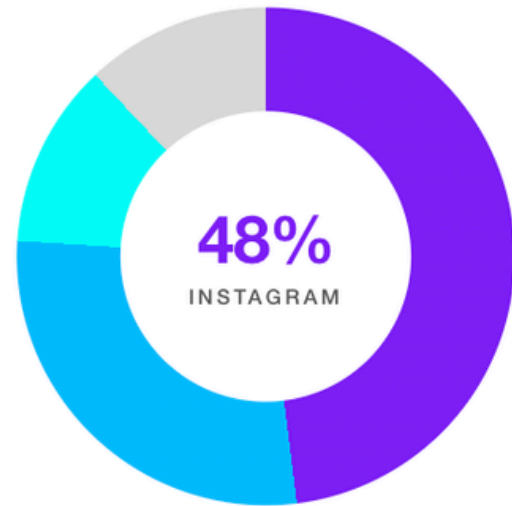


Nano creators deliver **43% engagement** at **1/10th the cost** of A-list celebrities — yet celebrity still takes **32%** of every IPL influencer rupee.

Where, when, and what kind of content wins IPL.

01 · PLATFORM SHARE

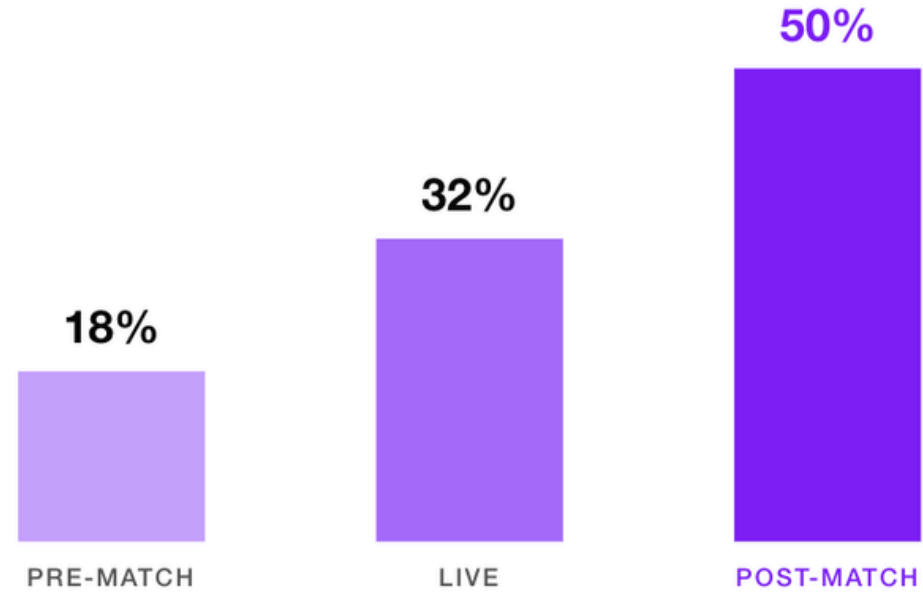
Where they post



● Instagram 48% ● YouTube 28% ● X 12% ● Others 12%

02 · ENGAGEMENT TIMING

When it lands



Half of all engagement happens **after the final ball.**

03 · TOP CONTENT

What they post

Reaction reels	8.2%
Match memes	7.4%
Player skits	6.1%
Brand collabs	4.8%
Fantasy tips	4.2%

What brands pay creators, by tier.

TIER	FOLLOWERS	IG POST	YT VIDEO	ENG RATE	BEST FOR	BUDGET SHARE
NANO	< 10K	₹5K – 25K	₹8K – 40K	8 – 43%	Hyperlocal trust & conversion	10%
MICRO	10K – 100K	₹40K – 4L	₹80K – 8L	4 – 8%	Niche audience, D2C brands	15%
MACRO	100K – 1M	₹4L – 40L	₹8L – 80L	2 – 4%	Broad reach, mid-funnel	18%
MEGA	1M+	₹40L – 2Cr	₹80L – 4Cr	< 2%	Mass awareness & launches	25%
A-LIST	Celebrity	₹1 – 5Cr / day	—	< 1%	Prestige & brand recall	32%

All costs in INR. Rates vary by category, exclusivity, and content format.

SOURCE: EXCHANGE4MEDIA · INFLUENCEFLOW · INFLUENCER MARKETING HUB 2026

02

CHAPTER TWO

Per-Campaign Influencer Data.

Spend · tier mix · platform split · key metrics — broken down by brand across five defining IPL 2026 campaigns.

UP NEXT

CASE 01

Swiggy

CASE 02

Zomato

CASE 03

PUMA × RCB

CASE 01B

JioHotstar × Swiggy

CASE 04

Complan

CASE 05

Google AI Mode

Swiggy

Won the IPL without ever being on the jersey.

₹5–15cr

TOTAL CAMPAIGN SPEND

₹0

SPONSORSHIP / PLAYER FEE

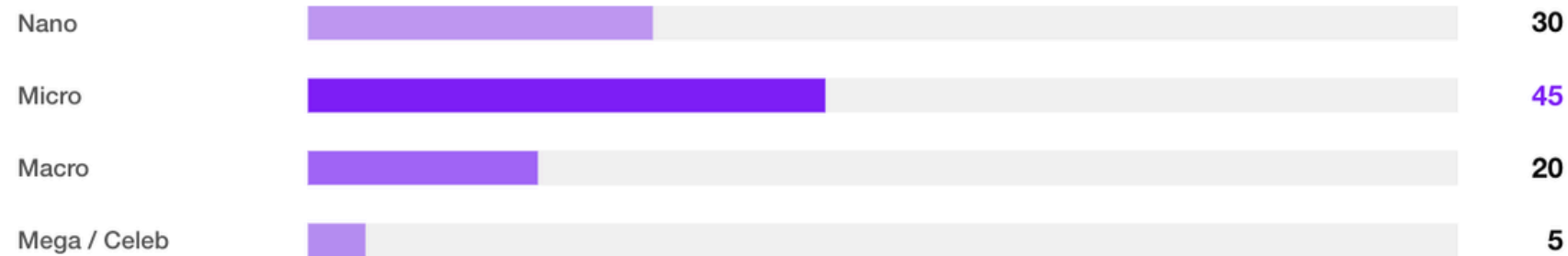
4x

CTR VS PLATFORM BENCHMARK

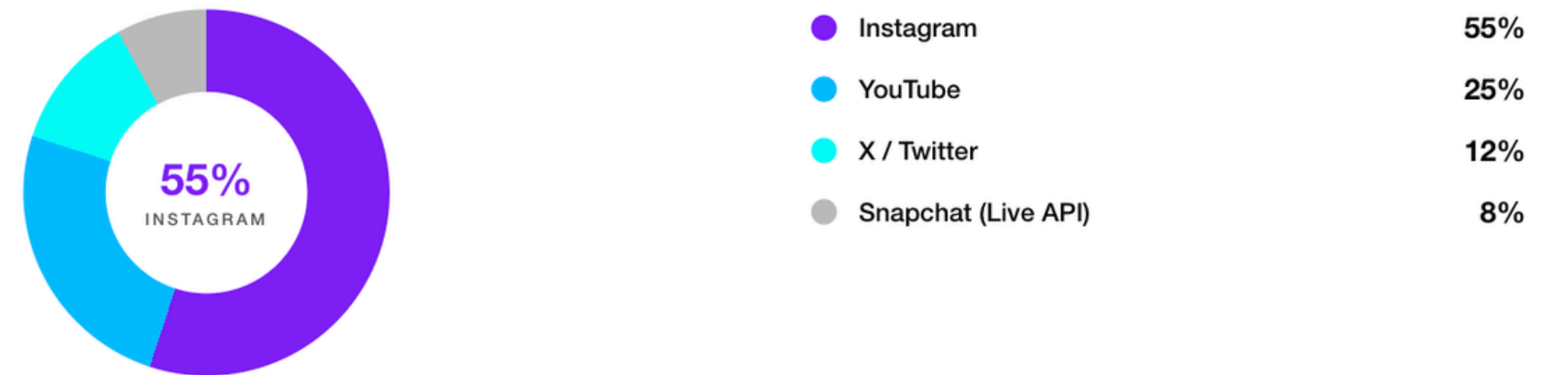
6,200

ORDERS / MIN – IPL FINAL

INFLUENCER BUDGET SPLIT BY TIER (%)



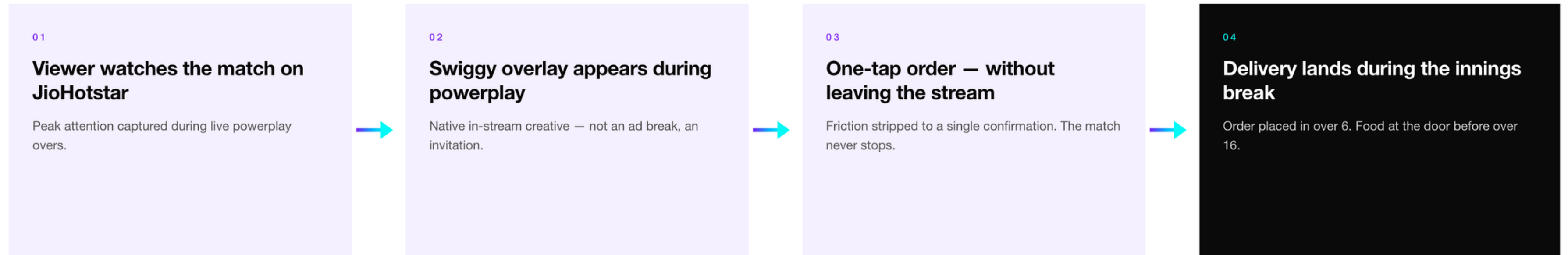
PLATFORM MIX



★ No celebrity. No sponsorship. **Snapchat Live API auto-triggered a 66% discount on every six hit.** CTV VTR exceeded all-time benchmarks. **Won Gold — Storyboard18 Creativity Awards 2026.**

When the stream becomes the storefront.

JioHotstar × Swiggy turned match-time attention into in-stream transactions.



6,200

ORDERS / MIN AT FINAL

4x

CTR UPLIFT

50%

FOOD ORDER GROWTH AT PEAK IPL YEARS

Zomato

Red team always delivers ❤️ — most-shared brand post on Final Night.

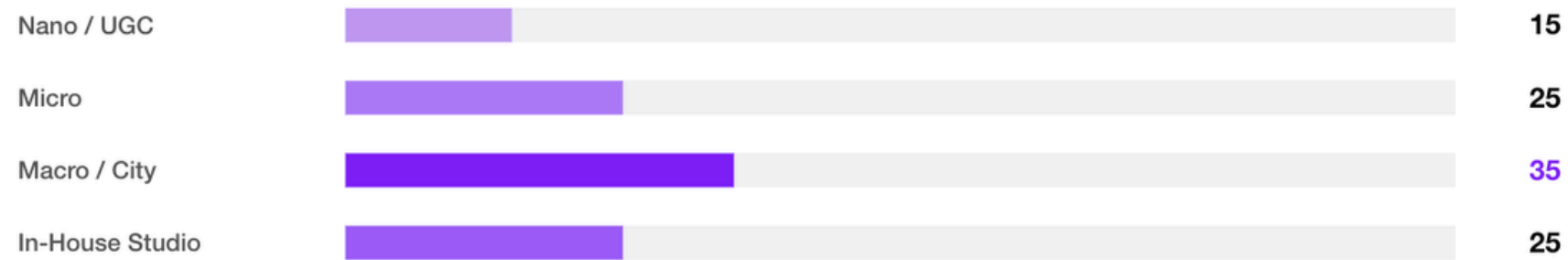
₹3-8Cr
TOTAL CAMPAIGN SPEND

12
CITIES WITH CUSTOM CONTENT

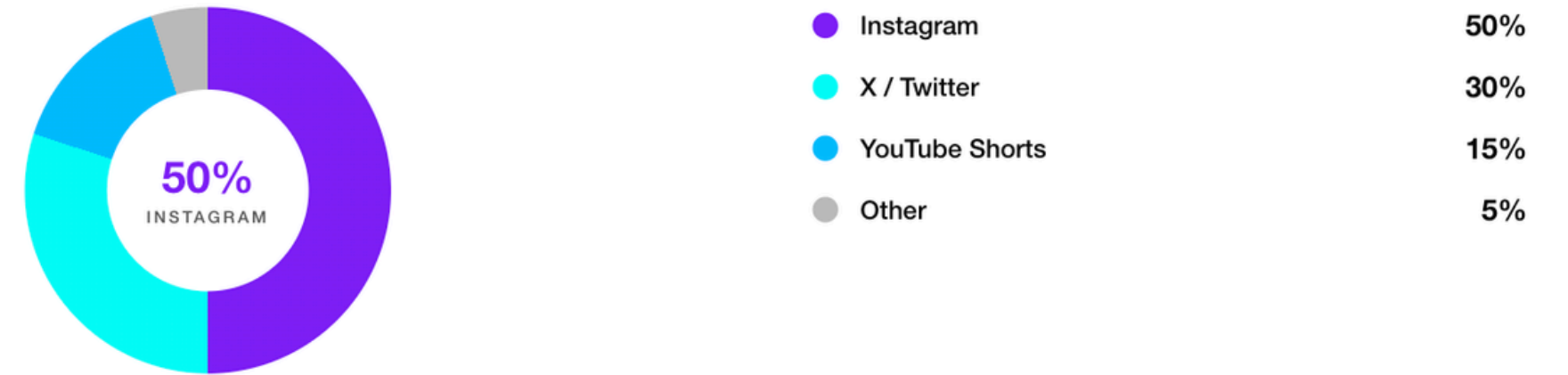
₹0
INFLUENCER / CELEBRITY FEE

#1
ORGANIC SHARES — FINAL NIGHT

BRAND-OWNED CONTENT SPLIT BY TIER (%)



PLATFORM MIX



★ **100% brand-owned content. No paid influencer spend.** City-specific posts + match-timed push notifications. "Red team always delivers ❤️" = **most-shared brand post on IPL final night.**

PUMA India × RCB

One sponsorship. Three funnel stages. Champions Tee live within hours.

₹40–80cr

TOTAL PARTNERSHIP VALUE

3

PLAYERS (KOHLI, PATIDAR, PANDYA)

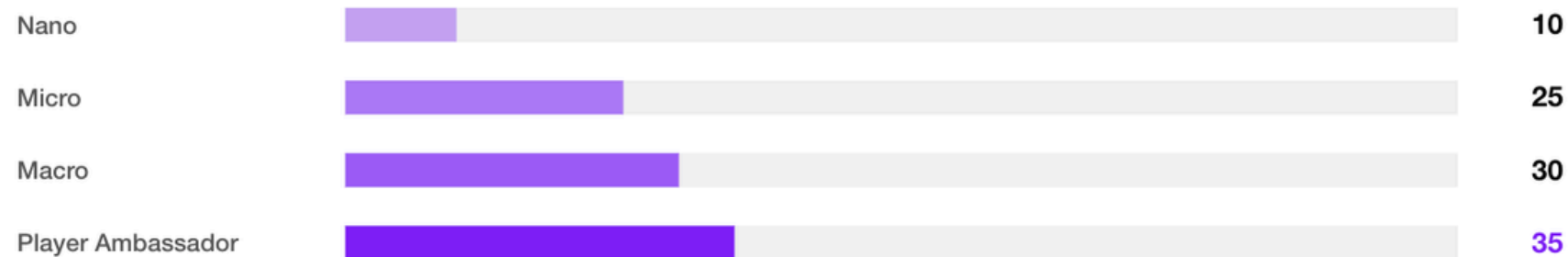
UGC → Asset

KUMBH MELA FAN CAMPAIGN

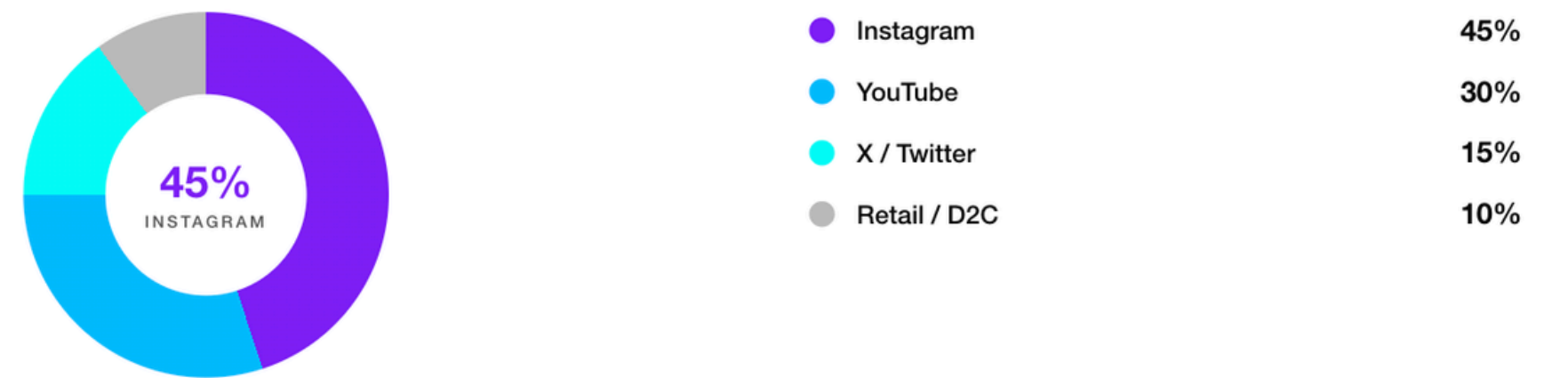
< 6 hrs

CHAMPIONS TEE LIVE AFTER FINAL

INFLUENCER BUDGET SPLIT BY TIER (%)



PLATFORM MIX



★ **Player rights included in the team deal — no extra celebrity fee.** Season-long (#RCBEverywhere) + real-time (Final Night) + commerce (Champions Tee, < 6 hrs after the trophy lift). One sponsorship covering brand, content, and merch funnels.

Complan

Signed a 15-year-old at ₹80L pre-season. One viral moment multiplied his value 15x.

₹75–80L

AMBASSADOR FEE (CONFIRMED)

₹12Cr+

POST-IPL BAT DEAL OFFERS / YR

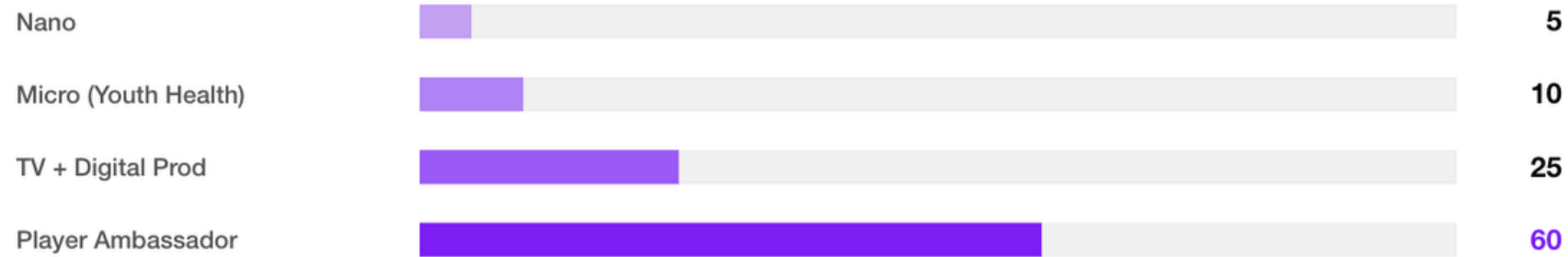
15x

FEE MULTIPLIER – ONE SEASON

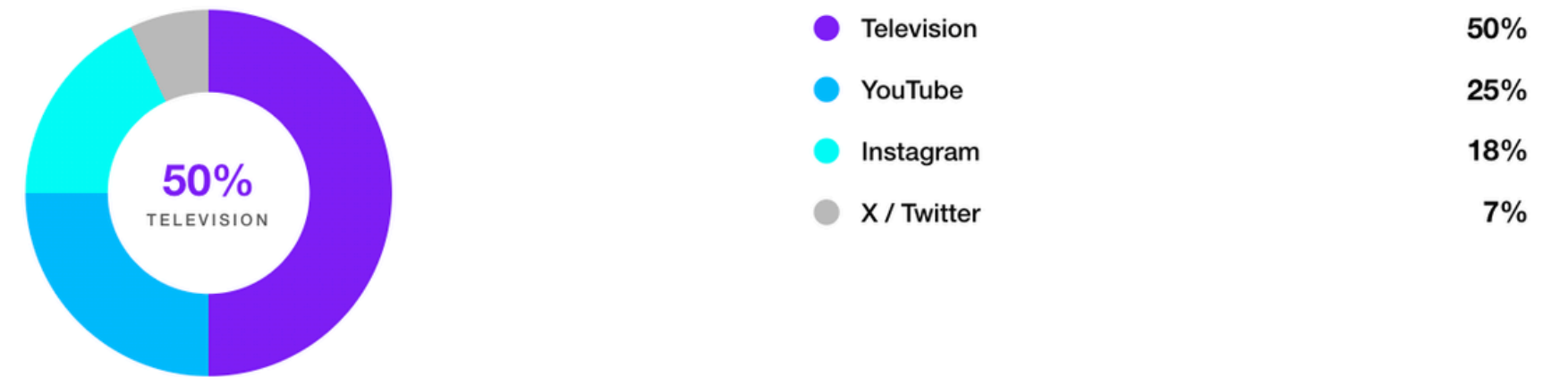
₹0

"I DON'T DRINK MILK" – VIRAL MOMENT COST

INFLUENCER BUDGET SPLIT BY TIER (%)



PLATFORM MIX



★ **Lowest spend in this report. Highest earned-media return.** Asymmetric ROI: signed a 15-year-old at ₹80L pre-season. **One viral moment ("I don't drink milk") multiplied his market value 15x in a single season.**

Google AI Mode

IPL was the product launch event. Cricket queries = AI Mode onboarding at scale.

₹90cr

SEASON COST (₹270CR / 3-YR DEAL)

500M+

AI MODE SEARCH TOUCHPOINTS

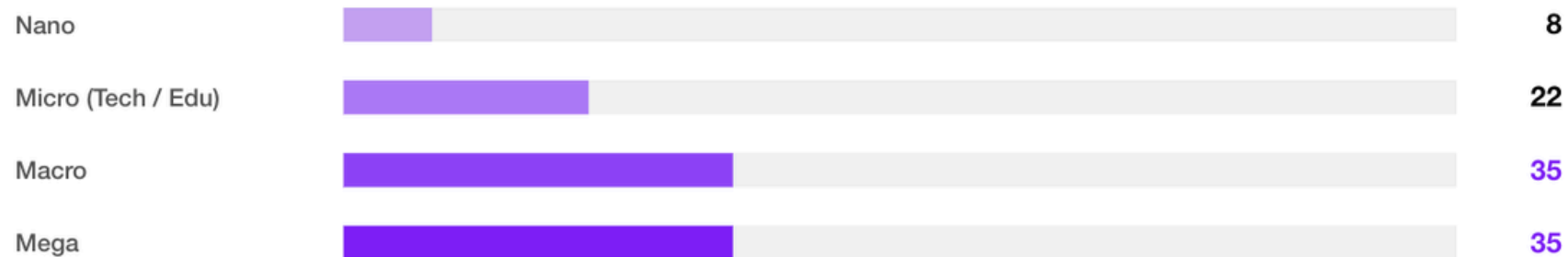
3%

BUDGET ON CREATOR / INFLUENCER

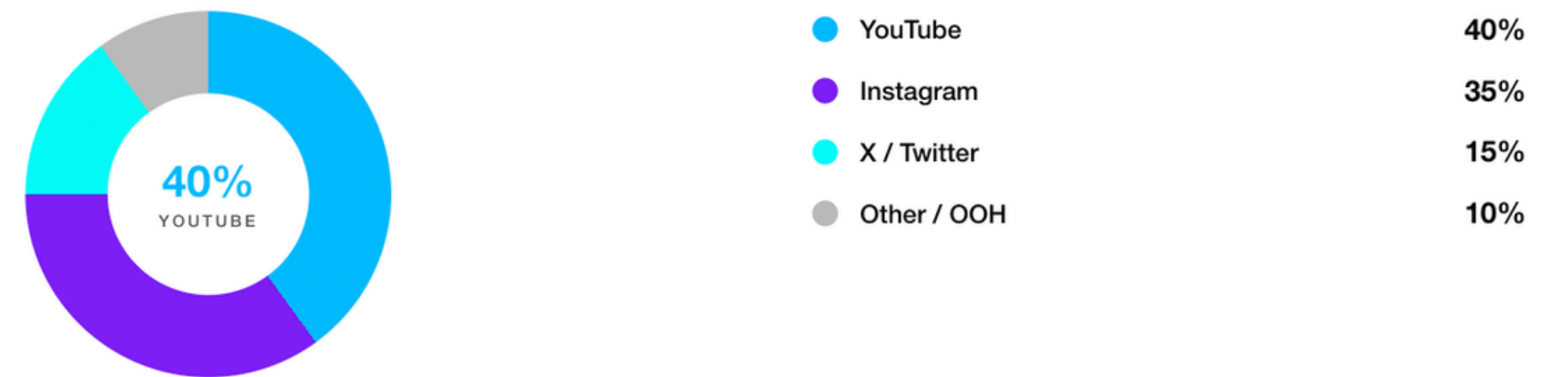
₹0

CELEBRITY OR PLAYER SPEND

INFLUENCER BUDGET SPLIT BY TIER (%) · WITHIN THE 3% CREATOR SLICE



PLATFORM MIX



★ IPL was the product launch event. **Cricket search queries = AI Mode onboarding at scale.** 97% of budget was media rights + product. **Influencer was an afterthought — and still won.**

The Zero-Spend Social Wave.

Opening Match · Instagram Data · KlugKlug / Storyboard18 — 12 hours that defined IPL 2026's creator economy.

23,860

CREATORS POSTED

36,970

TOTAL POSTS

448M

VIEWS GENERATED

55.5M

TOTAL LIKES

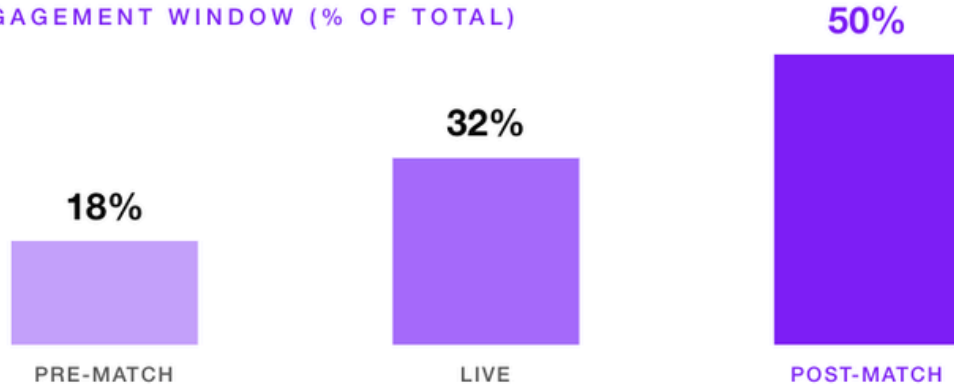
4.63M

SHARES

7.67%

ENGAGEMENT / VIEWS

ENGAGEMENT WINDOW (% OF TOTAL)



HOW EACH BRAND ACTIVATED — RESPONSE TIME · APPROACH · RESULT

BRAND	RESPONSE TIME	APPROACH	RESULT
Zomato	< 10 min	Delivery metaphor	Highest organic shares
Flipkart	< 15 min	Stock-out humour	Top trending brand post
Netflix	< 20 min	Content tease	Strong saves / shares
Google	< 20 min	Scorecard visual	Tech brand recall spike
Duolingo	< 25 min	Language humour	Gen Z engagement high
Amul	< 30 min	Butter-girl hoarding	Cultural icon moment

★ Zero sponsorship paid by these brands on Final Night — yet collectively they generated more cultural reach than three months of broadcast spend. Speed beat budget.

Five numbers every CMO needs from IPL 2026.

60%

01 · ENGAGEMENT PREMIUM

Higher engagement from **Micro** creators vs. Mega creators.

50%

02 · THE AFTER-HOURS PREMIUM

Of all engagement happens **after the match ends**.

43%

03 · NANO ENGAGEMENT RATE

Average engagement rate for **Nano creators** — 50x the celebrity rate.

₹700Cr

04 · TOTAL SPEND

Total IPL 2026 creator spend — **+180% in three seasons**.

16–18%

05 · SHARE OF WALLET

Of every IPL digital ad rupee now flows to **creators**.

The data behind the deck.

Aggregated from creator-intelligence platforms (Qoruz, KlugKlug), trade publications (Exchange4Media, Storyboard18, Medianews4u), industry reports (IAB Creator Economy 2025, Aspire State of Influencer 2026, Influencer Marketing Hub), and brand-disclosed campaign metrics. All INR conversions at June 2026 spot rates. Engagement figures reflect public-API data from Instagram, YouTube, and X; sponsorship values draw on disclosed deal sizes and industry estimates where exact figures are confidential.

PLATFORMS

Qoruz

KlugKlug

InfluenceFlow

Aspire

PUBLICATIONS

Exchange4Media

Storyboard18

Medianews4u

CleverTap Insights

REPORTS

IAB Creator Economy 2025

Aspire State of Influencer 2026

Influencer Marketing Hub 2026

Digital Applied

Thank you.