

IPL bats its way into ISB

Swati Bharadwaj-Chand | TNN

Hyderabad: After creating a new pitch for cricket with its high-voltage, glamorous and entertaining Twenty20 avatar, the Indian Premier League (IPL) is now all set to pinch-hit its way into premier Hyderabad-based Indian School of Business (ISB).

The top notch B-school is taking up the multi-billion dollar cricketing extravaganza, that has attracted millions of eyeballs and billions of dollars in revenues, for a case study.

ISB along with the Virginia-based Darden school of business will try to decipher the secret recipe of the IPL success story at its newly set-up Centre for Case Development (CCD).

"IPL is a good innovation story. We studying how a 100-plus-year-old game was reinvented to serve up a perfect combination of sport and entertainment," ISB dean Ajit Rangnekar told TOI here.

ISB will study various facets of IPL including the T20 format, its revenue model, the hype and the hoopla surrounding the event, the game of cricket and its entertainment value, the opportunities IPL has created and the difficulties it encountered and surmounted during its second season when the event had to be shifted to South Africa due to general elections in India as well as Lalit Modi's leadership style among other things.

A team of three faculty members from ISB, which in-

cludes visiting faculty from Darden B-school and a research associate have been studying the IPL phenomenon in great detail over the past three months and have also interviewed people associated with the event, including IPL honcho Lalit Modi.

And it will take yet another three months for them to deliver the verdict on the IPL success story, said Meena Saxena, who heads ISB's CCD, that has just been set up in collaboration with the Canada-based

Richard Ivey School of Business. An MoU for this was inked between ISB and Ivey here on Friday.

"We are looking at the entire IPL model.

ISB will carry out a case study on the various facets of IPL including T20 format, revenue model, its entertainment value, opportunities that IPL has created and the difficulties it encountered

We have been collecting a lot of information on cricket and IPL and once we started we came up with so many interesting studies that each one of them could be spun off into a separate case study," she added. IPL, which first kicked off in April 2008, in understood to have over 24 million people glued to their TV sets to watch the nailbiting first season finals between Rajasthan Royals and Chennai Super Kings.

In its second season in April-May 2009 too, IPL scored a big hit with cricket lovers despite initial hiccups that saw the event being shifted to South Africa after the Indian government declined to provide security to the event due to general elections.