

SUN TV AND IPL

A Bold Step?

Sun TV Network is the **new owner of the Hyderabad IPL team**. **afaqs! Reporter** explores the effects of the deal. **By Anushree Bhattacharyya**

After a bitter battle which resulted in the termination of the Hyderabad franchise Deccan Chargers, owned by Deccan Chronicle Holding (DCHL), the franchise finally found a new owner, Sun TV Network. The media company will have to pay the Indian Premier League (IPL) ₹85.05 crore per year for the next five years. Sun TV Network won the bid against PVP Ventures, which bid for ₹69.03 crore per year.

Sun TV Network is owned and run by Kalanidhi Maran, the nephew of DMK chief M Karunanidhi. Apart from the television network which has about 32 channels, it also owns 45 radio stations across the country and a direct-to-home (DTH) business, Sun Direct. Besides this, the company has a content-sharing agreement with Arasu, the government-owned cable operator in Tamil Nadu. The Network also owns two news dailies, Dinakaran and Daily Murasu, and six magazines apart from Sun Pictures, the film division. Interest-



(R to L) Sridhar, Nayyar, Thakkar, Blah and Srinivas: the network can encash on the win

ingly, it also owns low-cost carrier, SpiceJet.

For a group with a huge presence in the M&E sector and other businesses, how important was a franchise of the IPL? **afaqs! Reporter** explores.

According to analysts, DCHL's decision to move beyond its core media business (newspaper) to ventures like IPL and in the aviation sector with Flyington Freighters led to the fall of the firm and

hence, being debt ridden, it was forced to exit in such a manner.

Ramanujam Sridhar, CEO, Integrated Brand-Comm, says, "As a firm, it should have concentrated on consolidating its main business - the newspaper - and then should have thought of taking a leap. However, all the bad news has proved that all franchises will take time to make money, apart from Chennai Super Kings and

Kolkata Knight Riders."

One's loss is another's gain. With the network of about 32 TV channels, 45 radio stations, two newspapers and six magazines, it gives a chance to bundle and sell inventory across the southern market.

According to Anita Nayyar, chief executive

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