



WHAT

ITC Master Chef Creations, a cloud kitchen legacy brand known for its range of North Indian gourmet delicacies. ITW recommended and stitched together the partnership with Royal Challengers Bengaluru (RCB) during IPL 2024.



OBJECTIVES

The brand aimed to enhance brand visibility for its authentic North Indian food available on food delivery apps at an affordable price in Bengaluru. ITW helped identify Royal Challengers Bengaluru as the right partnership for ITC to reach its TG.



EXECUTION

ITC Master Chef Creations became the 'Official Gourmet Food Partner' for Royal Challengers Bengaluru. Through the partnership, ITC was able to run contests for fans offering a chance to win free match tickets and merchandise when they ordered from them through platforms like Swiggy, driving usage and sales. This partnership communication was focused on highlighting how two powerhouse brands, RCB and ITC, share similar values. While RCB excels in cricket, ITC Brings its delicious flavors to the table. The campaign's tagline, "**AUTHENTIC IS BOLD,**" perfectly aligned with RCB's motto, "**PLAY BOLD.**"

RESULTS

After the Indian Premier League, ITC Master Chef Creations experienced a surge in orders, increasing **2.5 times** and achieving a growth rate of **18.5%**.