



WHAT

Happilo a leading D2C snacking brand in Dry Fruits, Nuts, and Berries, were looking for a high visibility property in Sports to tap into its primary Target Audience.



OBJECTIVES

To build brand awareness and trust throughout India, both among consumers and also distributors/sellers.



EXECUTION

ITW suggested a partnership with IPL and identified Rajasthan Royals as the perfect fit for them. Happilo was named the official "TITLE SPONSOR" of Rajasthan Royals, with deliverables including logo placement on the front of the Rajasthan Royals jersey throughout the IPL.

RESULTS

The Net Sponsorship Value Happilo accrued over IPL 2022 as a result of the Rajasthan Royals association was between INR 700-800 crores and the brand reached over 350 million Indians throughout the IPL.