



WHAT

KMF Nandini is a prominent dairy brand from Karnataka and has built a strong brand affinity among consumers. ITW was responsible for facilitating the jersey sponsorship deal for KMF Nandini during T20 Cricket World Cup with Cricket Ireland and Cricket Scotland.



OBJECTIVES

KMF Nandini aimed to position itself as a global brand and gain visibility in India and internationally.



EXECUTION

The KMF Nandini sponsorship deal with Cricket Ireland and Cricket Scotland made them the official sponsors of the teams during the T20 Cricket World Cup. The brand's logo was prominently displayed on the match jerseys throughout the tournament. ITW further leveraged the partnership to create awareness about the sponsorship by identifying over 12 macro influencers and 250 nano influencers in the states where KMF Nandini is well established, effectively resonating with the target audience across India. The influencers created relatable and engaging reels featuring Nandini products. The official KMF Nandini social media pages featured regular match day and product posts to engage fans.

RESULTS

The brand gained immense global awareness, with a cumulative viewership of **155 Million** during the Ireland and Scotland matches in the T20 World Cup. The influencers reels generated significant buzz, going viral with reach of **2.08 Million**. The official KMF Nandini Instagram page social media posts achieved a **reach of over 1.7 Million**.