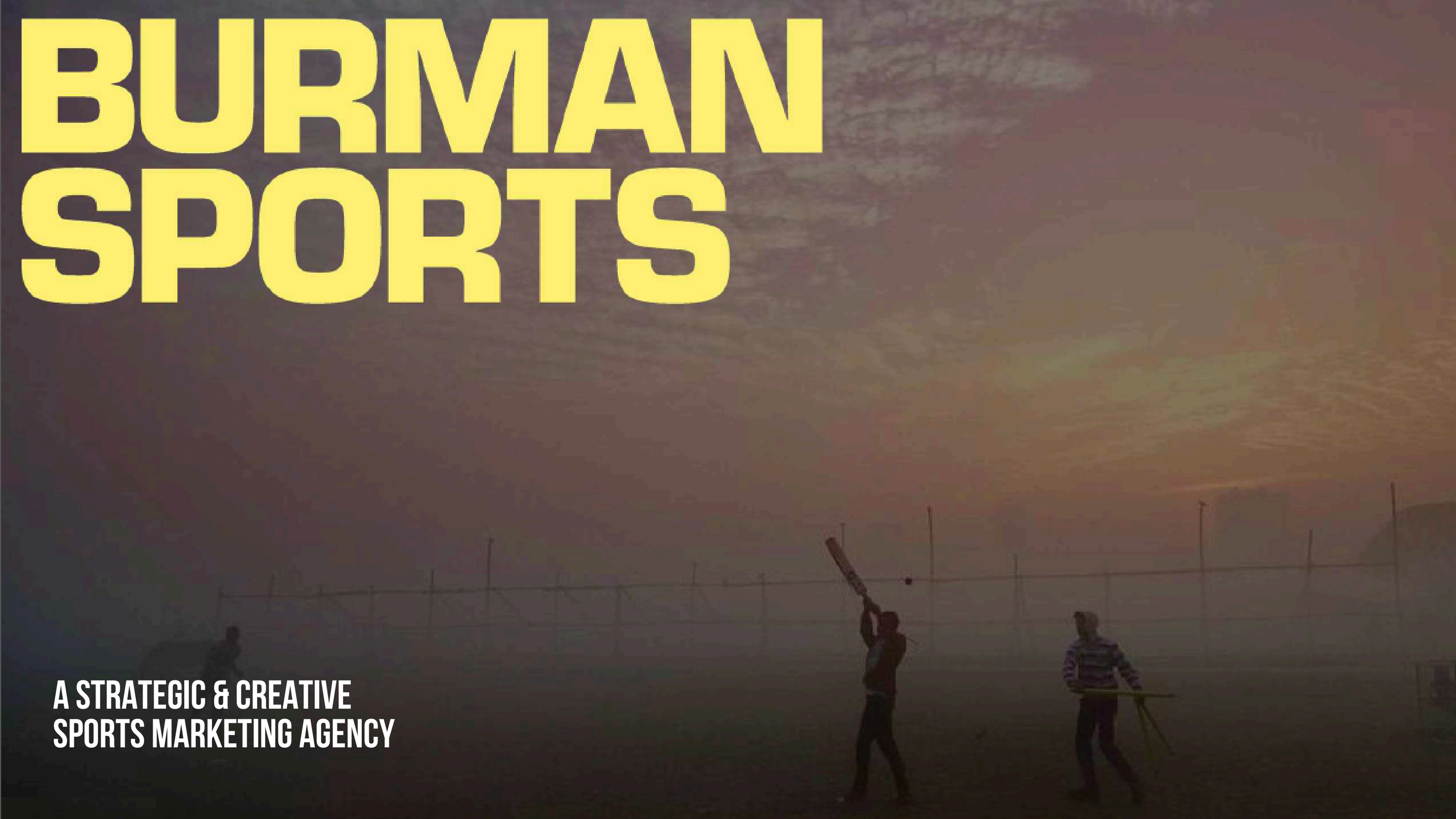
BURMAN SPORTS



A STRATEGIC & CREATIVE
SPORTS MARKETING AGENCY



WHERE FANS AREN'T JUST SPECTATORS— THEY'RE THE MVPS OF YOUR SPORTS MARKETING PLAYBOOK.

ABOUT BURMAN SPORTS

WE CHAMPION BRANDS IN SPORT.

FAN-FIRST CULTURALLY SHARP RELENTLESSLY DEEP

We don't just broker deals – our work begins way before deal-making and continues beyond the rights sheet.

We operate at the intersection of sport and culture, using fan behaviour, narratives, and deep ecosystem insight to help brands stand out.

THE TRACK RECORD

150 years collective experience in Sports & Media.

Founded by Shiv Burman – embedded in the IPL ecosystem since 2009. Ex-IPL and ex-IMG, with a portfolio of over $100M in brand and rights investments, shaped and delivered across cricket's commercial landscape.

17
Leading Brand Partners

13
Rights Holders

100+
Athletes, Creators & Content Platforms

Since Inception

OUR SERVICES

SIX WAYS BRANDS ENGAGE US.

GOING BEYOND NEGOTIATING AND CLOSING SPONSORSHIPS ON YOUR BEHALF

01

SINGLE-WINDOW AGENCY

One agency.
One line of accountability.

02

STRATEGIC CONSULTANCY

Landscape analysis, benchmarked pricing, investment strategy, and end-to-end execution alongside your teams and agencies.

03

PROJECT CONSULTANCY

Dedicated senior teams delivering against clearly defined KPIs, working with your teams or agencies.

04

IDEA & INSIGHT LED PARTNERSHIPS

Fan-first ideas built from culture, insight and audience behaviour. Managed Delivered end to end or in partnership with your team.

05

TALENT COLLABORATIONS

Connecting brands with athletes, creators and influential voices in sport, across tactical or long term engagement.

06

CONTENT PARTNERSHIPS & STORYTELLING

Creating content, formats and stories that bring partnerships to life, to match your audience and objectives.

BURMAN SPORTS TURNS IDEAS INTO EXPERIENCES, AND STORIES THAT CONNECT.

CASE STUDIES

malaysia airlines

SINGLE WINDOW AGENCY

ONE PARTNER, END TO END DELIVERY

Malaysia Airlines needed more than sponsorship visibility in India. It needed cultural relevance, emotional affinity and commercial impact.

We identified cricket as the most powerful cultural entry points. Secured one of IPL's most visible assets with its most valuable franchise. Built a platform that connected the brand with Indian fans, trade partners and travellers alike.

WATCH THE TVC

THE STRATEGIC THINKING



BUSINESS CONTEXT
India: A key growth market.
80 weekly flights.
10 Indian cities.
Goal: : Build salience & affinity



THE APPROACH
Cricket sits at the heart of Indian culture. Partnering with IPL's most valuable franchise gave Malaysia Airlines a powerful entry point into the market



THE STRATEGIC CHOICE
It began with one of the IPL's most visible assets – the Right Chest position on the Mumbai Indians jersey. Sitting among the top two jersey positions in terms of earned media, delivering significant brand awareness & salience



STRATEGIC POSITIONING
Created "You Make Us Fly' - the lighthouse thought powering the entire partnership.



LANDSCAPE ANALYSIS | RIGHTS ACQUISITION, NEGOTIATION & MANAGEMENT | STRATEGY | PARTNERSHIP DESIGN | CREATIVE DEVELOPMENT | EVENTS & HOSPITALITY | FAN ENGAGEMENT | CONTENT | TRADE MARKETING | EXPERIENTIAL

malaysia airlines

BUILDING RELEVANCE ACROSS EVERY TOUCHPOINT.



WE BUILT CULTURAL MOMENTS



THE LAUNCH
The partnership launched with iconic Malaysian Wau kites soaring above Mumbai on Makar Sankranti , creating a powerful cultural bridge with the market.



THE LIVERY
The Mumbai Indians fandom took flight aboard a co-branded aircraft, turning every journey into a celebration of the partnership.



THE FILM
For the first time, cricket was played inside an aircraft, as Mumbai Indians stars experienced Malaysia Airlines' Business Class and signature hospitality.



THE CONTENT
115 posts, 22 creatives and 145M social views transformed fan passion into sustained engagement throughout the season.

WE BROUGHT FANS CLOSER



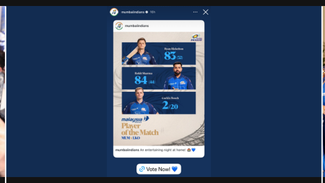
MEET AND GREET
OTA partners played with star MI players and created lasting memories with the team.



GAMEDAY EXPERIENCE
Premium guests experienced signature Malaysian hospitality inside the stadium lounge



LEGENDS AT OTM
Zaheer Khan and Harbhajan Singh transformed a trade event into a high-engagement business platform.



CONTESTS
Spot Our Logo, Player of the Match and real-time activations turned fan affinity into active participation.



MERCHANDISE
Tickets and merch served as valuable keepsakes and a lasting reminder of the brand and its partnership.

From launch to livery, from content to TVC, from trade engagement to fan experiences, we orchestrated every element of the partnership ecosystem. Ensuring Malaysia Airlines showed up consistently wherever fans, customers and partners engaged with Mumbai Indians.

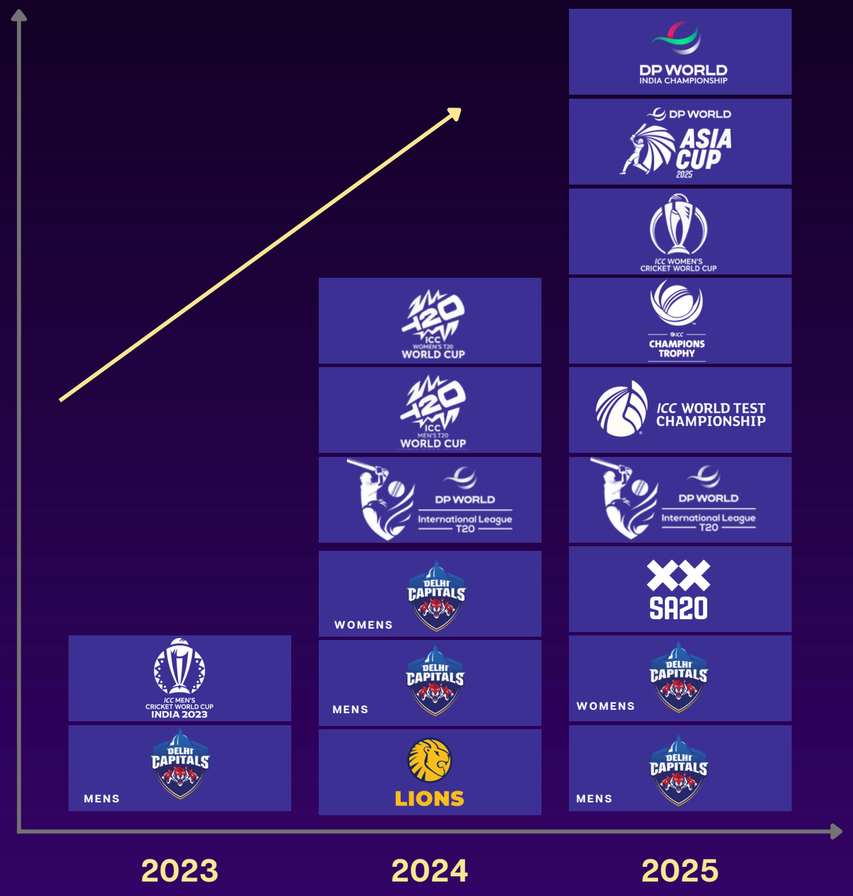
IMPACT

50M	3M	300M	200+	30	50M
VIEWS	ENGAGEMENTS	REACH	TRADE PARTNERS	VIDEOS	FANS ACTIVATED

LEADING DP WORLD'S GLOBAL CRICKET MANDATE

DP WORLD

STRATEGIC CONSULTANCY



Our journey with DP World began in 2023 through 160over90, with a cricket landscape analysis that quickly evolved into leading the Delhi Capitals partnership and the ICC Cricket World Cup 2023.

Over the last three years, Burman Sports has helped build and manage one of the most expansive brand portfolios in sport. Spanning 21 marquee tournaments and properties across ICC, franchise cricket and golf.

Our founder continues to lead Global Cricket Strategy for the portfolio, while Burman Sports manages strategy, operations and activation across all sports in the Indian subcontinent.

Appointed by DP World's global agency 160over90, Burman Sports leads DP World's global cricket mandate, from strategic vision to campaign execution, with a spotlight on driving growth and operations across the subcontinent.

















EXECUTING AT SCALE, ACROSS EVERY TOUCHPOINT

BEYOND BOUNDARIES INITATIVE

PURPOSE POWERED BY THE SCALE OF SPORT


Ahmedabad



Barbados


Chennai


Dubai



Johannesburg


Karachi


London


Lucknow


Mumbai


Namibia


New Delhi


New York



The Promise

50 containers
committed over 5 years

8 countries
across 4 continents

15 containers
already activated

3550+ kits
delivered so far

10 Awards
globally with 160over90, Edelman & GPJ.



3 YEAR PARTNERSHIP

bigbasket

PROJECT CONSULTANCY

CONTENT PARTNERSHIP

TURNING Q-COMMERCE INTO FAN CULTURE

SPOTTING THE NATURAL OVERLAP BETWEEN LIVE SPORT AND Q-COMMERCE, BURMAN WOVE BIGBASKET ACROSS 5 RCB DIGITAL IPS OVER THREE SEASONS — YEAR-ROUND VISIBILITY, IN CONTENT FANS ACTUALLY CHOOSE TO WATCH.



THE CHALLENGE

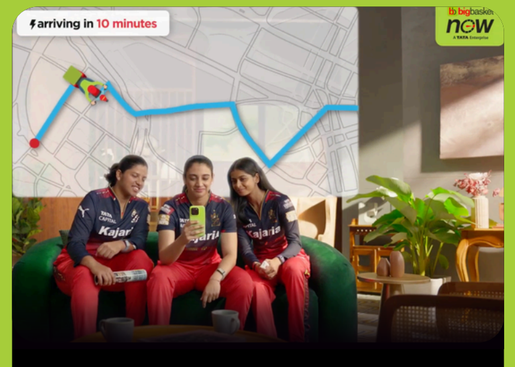
First in scheduled grocery – but a late entrant to 10-minute q-commerce, in a category defined by speed and crowded with rivals.

Own '10-minute delivery' in cricket's biggest arena – fast.



THE NARRATIVE

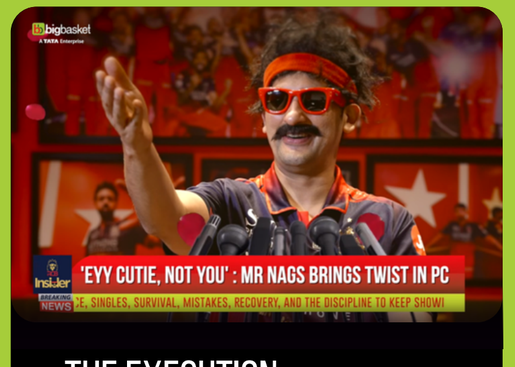
From "***10-minute delivery***" becoming the fan-fuelled "***10 Minutes, Andre***" to "***Everything You Need, Delivered,***" BigBasket embedded itself naturally into cricket culture.



THE WPL PARTNERHSIP

When the playbook works, you don't reinvent it. You scale it.

Year 2 saw the partnership expand to RCB Women.



THE EXECUTION

- 4 leading digital IPs + Podcast
- Creator surround
- On-ground events with Virat & players
- Clean brand integration
- Year-long visibility

THE IMPACT

2024 - 300 PIECES | 750 MN VIEWS
2025 - 318+ PIECES | 1.25 BN+ VIEWS
2026 - 263 PIECES | 1.25 BN VIEWS TILL NOW & GOING

AFAQS DIGIES SILVER





MARRIOTT BONVOY

PROJECT CONSULTANCY

BRINGING FANS CLOSER TO THE GAME.

LEVERAGING ITS GLOBAL PORTFOLIO OF HOTELS ACROSS KEY CRICKETING DESTINATIONS, MARRIOTT BONVOY BROUGHT FANS CLOSER TO THE GAME THROUGH EXCLUSIVE, IMMERSIVE EXPERIENCES. BLENDING WORLD-CLASS HOSPITALITY WITH CRICKET, MARRIOTT BONVOY POSITIONED ITSELF AS THE LIFELONG TRAVEL PARTNER













NETFLIX

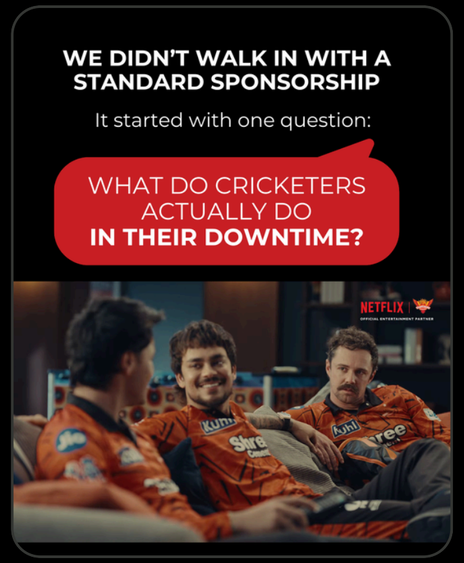
IDEA & INSIGHT LED PARTNERSHIP

NETFLIX'S FIRST EVER IPL PARTNERSHIP

NETFLIX | MUMBAI INDIANS
OFFICIAL ENTERTAINMENT PARTNER

NETFLIX | SUNRISERS HYDERABAD
OFFICIAL ENTERTAINMENT PARTNER











▶ WATCH SRH - SLOWLY SLOWLY

▶ WATCH MI - ROHIT SHARMA



naukri

IDEA & INSIGHT LED PARTNERSHIP

A FICTIONAL JOB THAT DROVE 110K+ VERY REAL APPLICATIONS.



naukri

The Challenge

Category leader, invisible to India's young, digital-first talent



The Opportunity

IPL: where ambition, fandom and possibility collide



The Idea

Satire-led. Danish Sait-powered. Impossible to ignore



The Execution

Fake job. Real fandom. RCB's fanbase did the rest

The Impact





25M+ Content Views
11M+ Reach
2200+ UGC Entries
3M+ Page Views
Bronze afaqs! Digies



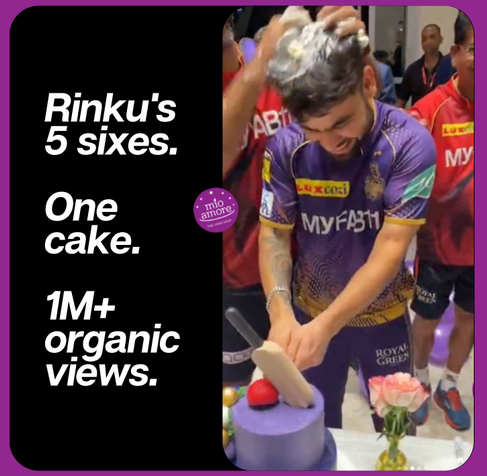
IDEA & INSIGHT LED PARTNERSHIP

THE DEAL THAT PUNCHED WAY ABOVE ITS BUDGET — ONE CELEBRATION AT A TIME.











TALENT WE HAVE WORKED WITH


Sachin Tendulkar

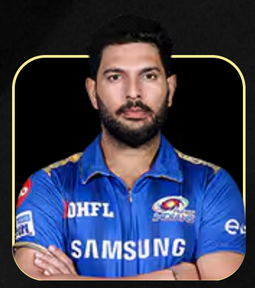

Rohit Sharma


Shubhman Gill

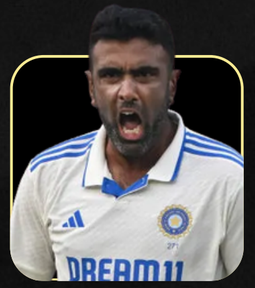

Surya Kumar Yadav


Abhishek Sharma


Hardik Pandya

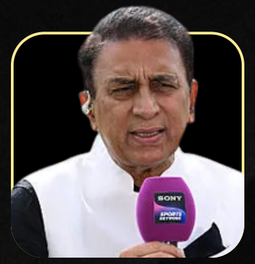


Yuvraj Singh


Ravi Ashwin

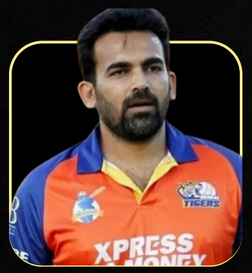


Ravi Shastri


Sunil Gavaskar


Anil Kumble


Harbhajan Singh



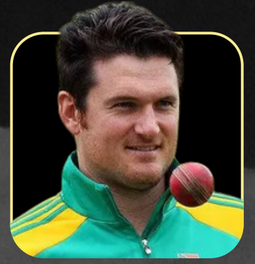
Zaheer Khan


Ajit Agarkar


Ajay Jadeja



Kevin Pietersen


Graeme Smith



Brian Lara


Ricky Ponting


Brett Lee


David Warner


James Anderson


Wasim Akram


Waqar Younis

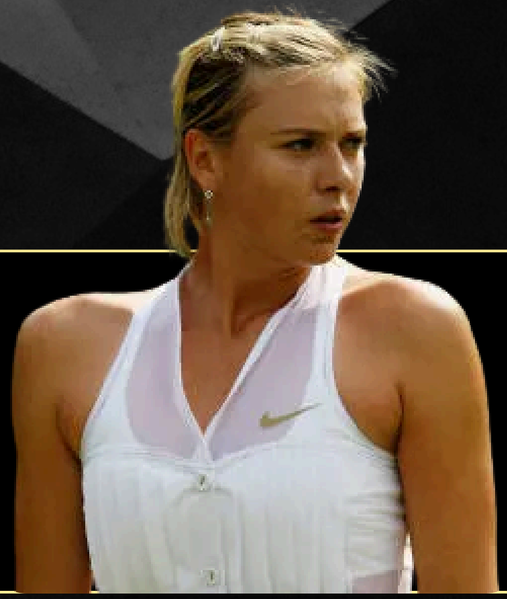

Jemimah Rodrigues


Elleyse Perry

... to name a few

NON-CRICKET

Maria **Sharapova**



THE ASK

CFI wanted to build a deeper connection with women globally.
Tennis offered the right cultural context, but the partnership needed clarity, conviction and long-term intent.

THE APPROACH

We prioritised strategic alignment over visibility.
Maria embodied the resilience, precision and ambition at the heart of the CFI brand.

THE FIT

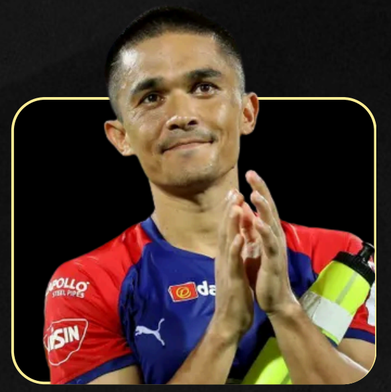
A Grand Slam champion turned entrepreneur and investor, Maria represented more than sporting success.Her journey reflected CFI's values of discipline, ambition and intentional growth.

THE OUTCOME

A partnership defined by purpose, not presence. Sharapova × CFI became a global story of purpose, credibility and intent



Abhinav Bindra



Sunil Chhetri



Neeraj Chopra



Leander Paes

CONTENT PLATFORMS / CREATORS



The Grade Cricketer



Harsha Bhogle



Gaurav Kapur



Tanay Tiwari



Anant Tyagi



Akash Chopra



Ravi Ashwin (YT Channel)



Sanjana Ganesan

TalkSport

Wisden

ESPN Cricinfo

... to name a few.

TRUSTED BY LEADING BRANDS



EMBEDDED IN GLOBAL SPORTS ECOSYSTEMS, WORKING CLOSELY WITH THE RIGHTS HOLDERS WHO SHAPE IT.

CRICKET



GOLF



FOOTBALL



WHY BURMAN SPORTS?

CHALLENGER MINDSET

Questioning the status quo to unlock new oppurtunities

CAN DO CULTURE

Action-led, outcome-driven

FAN-FIRST THINKING

Deep understanding of how sport is consumed today

STRATEGY TO EXECUTION

From insight and partnerships to activation and delivery

ECOSYSTEM EXPERTISE

Across brands, rights holders, talent and platforms

BUILT FOR IMPACT

Focused on outcomes, not just visibility

SINGLE-PARTNER MODEL

One partner across strategy, partnerships, content, talent and execution



partnerships@burmansports.com