

# ROYALS MID-SEASON SCOOP



# A MESSAGE FROM THE DRESSING ROOM



Dear Royals Family,

As we conclude a thrilling series of home games in Jaipur this season, I am overwhelmed with gratitude for the incredible support we've received. To our partners, sponsors, fans and every stakeholder connected to this franchise - you make our journey not just possible, but truly memorable.

The atmosphere at the Sawai Mansingh Stadium, our beloved fortress, has been nothing short of magical, thanks to your enthusiasm and love for the game. Your cheers have not only uplifted our spirits but have also pushed our players to give their best on the field.

This season, we are poised at a promising juncture, showing great potential and readiness for the challenges ahead. This wouldn't be possible without the dedication and commitment of every partner and sponsor who has invested not just resources, but also faith in our vision and capabilities.

To our wonderful fans, your role cannot be overstated. Your energy and passion are our greatest motivators. As we gear up for the next leg of the season, your continued support is crucial in keeping us focused and positive.

Thank you once again to everyone involved, from the bottom of my heart. Let's keep this spirit alive and carry our momentum forward as we hit the road once again before finally concluding the league stage at our home in the Northeast, Guwahati.

**HALLA BOL!**

*Kumar Sangakkara*

**Kumar Sangakkara**

Director of Cricket, Rajasthan Royals



# A QUICK RECAP

With 7 wins in 8 matches and 14 points so far, the Royals are currently sitting atop the points table.

## IPL, 2024 POINTS TABLE

TEAMS	PLAYED	WON	LOST	NR	NRR	PTS
Rajasthan Royals	8	7	1	0	0.698	14
Kolkata Knight Riders	8	5	3	0	0.972	10
Sunrisers Hyderabad	8	5	3	0	0.577	10
Lucknow Super Giants	8	5	3	0	0.148	10
Chennai Super Kings	8	4	4	0	0.415	8
Delhi Capitals	9	4	5	0	-0.386	8
Gujarat Titans	9	4	5	0	-0.974	8
Punjab Kings	9	3	6	0	-0.187	6
Mumbai Indians	8	3	5	0	-0.227	6
Royal Challengers Bengaluru	9	2	7	0	-0.721	4

\*Updated as of 26<sup>th</sup> April, 2024

### MOST RUNS

RIYAN PARAG (318)

### MOST HUNDREDS

JOS BUTTLER (2)

### MOST WICKETS

YUZVENDRA CHAHAL (13)

### MOST FIFTIES

SANJU SAMSON & RIYAN PARAG (3)



# OUR #PINKPROMISE

On April 6 against RCB, the Royals donned special all-pink jerseys to support and amplify women-led transformation in Rajasthan, dedicating every six hit in the match to solar power 6 homes in the Sambhar region.



## Key Highlights:

- Royals' Lead Owner Manoj Badale and CEO Jake Lush McCrum felicitated Indian cricketers Sneha Rana and Meghna Singh, footballer Dalima Chhibber, and Rifle Shooter Apurvi Chandela with a solar lamp and the all-pink jersey ahead of the match
- Thavri Devi, a woman leader from the Foundation accompanied captains Sanju Samson and Faf du Plessis as the toss representative, where both skipper exchanged a solar lamp
- 60 women beneficiaries from the Foundation watched an IPL game live from the stadium for the first time
- 13 sixes were hit between both teams in the game. Our Title Sponsor Luminous stepped up to match our #PinkPromise, doubling the impact to solar power 156 homes through women engineers trained by our Foundation!



# OUR #PINKPROMISE

**13 SIXES HIT** 158 HOMES POWERED BY SOLAR ENERGY

Our Title Sponsor Luminous matching our commitment of powering 6 Homes for every 6 Hit

**650 MN REACH**

Across national and regional media publications (Offline and Online)

**160 MN VIEWERS**

Primetime visibility on national broadcast

**39 MN VIDEO VIEWS**

Highest No of Video Views across social media platforms in Royals history

**LOVED BY ALL**

Record **75K** New Followers added across social media platforms on a single day



Royal Challengers Bengaluru @RCBTweets

We keepin' it #PinkPromise!

Glad to be a part of the initiative, Royals.

#PlayBold #ನಮ್ಮRCB #IPL2024 #RRvRCB



7:30 pm · 06 Apr 24 · 49.5K Views

114 Reposts 3 Quotes 2,721 Likes

12 Bookmarks

**EVERY SPECTATOR MAKING AN IMPACT:**

INR 12 L donated through ticket sales

**FOCUSSED NATIONAL COVERAGE:**

Over **22 Mins** of focussed coverage on national broadcast through special plugins on the #HallaBol show and commentator mentions

**SUPPORTED BY ALL**

The worthy opposition, Royal Challengers Bengaluru, keeping their #PinkPromise by posting about the initiative, viewed by millions of their **30 M** strong social media base

# ROYALS' DAY OUT AT SAMBHAR

A bit of cooking, some bonding, and a whole lot of smiles! Ahead of the Pink Promise match, our players visited the Sambhar region in Rajasthan and spent time with the empowered women leaders of our Foundation to get a glimpse of their lives and the Foundation's ongoing efforts to enable these women for equitable access to water, livelihoods, clean energy and mental health.



# A STAR-STUDED EVENING AT THE CM HOUSE

The Royals had the honour of visiting the CM House where they were warmly felicitated by the Honourable Chief Minister of Rajasthan, Shri Bhajan Lal Sharma, and the Honourable Sports Minister, Col Rajyavardhan Singh Rathore. We also had the pleasure of presenting Royals memorabilia to the Hon'ble Chief Minister, expressing our gratitude for Rajasthan's incredible support in hosting our home games this season.



## HIGHLIGHTS SO FAR



Sanju Samson celebrated 10 years at the Royals and achieved the milestone of **captaining 50 IPL matches**

In our final home game of Jaipur against MI, **Yashasvi Jaiswal** became the **youngest player** to score 2 centuries in the IPL



Against MI in Jaipur, **Trent Boult** became the bowler to take the **most first-over wickets** (26) in IPL history!



After an injury layoff, **Sandeep Sharma** marked his comeback match against MI with his first five-wicket haul in the IPL (5/18)



**Yuzvendra Chahal** became the **first bowler** in IPL history to take **200 wickets**



**Kuldeep Sen**, playing his first match of the season, picked a fiery three-fer against GT, bowling at speeds over **144 kph**



**Jos Buttler** scored a Match-winning hundred against RCB in his **100th IPL game** and repeated the feat against KKR at Eden Gardens

Against KKR, the Royals chased down 224 runs and set a new record for the **team's highest successful run chase** in IPL history





# HIGHLIGHTS SO FAR: THE NEW ROYALS

**NANDRE**  
BURGER



With a searing 153 kph delivery against DC, **Nandre Burger** became the first pacer to bowl the fastest ball of the season

**SHUBHAM**  
DUBEY



At Wankhede, **Shubham Dubey** debuted as an Impact Substitute, picked up his **first IPL boundary** and held one end as an in-form Riyan Parag finished the chase inside 16 overs.

**TANUSH**  
KOTIAN



All-rounder **Tanush Kotian** opened the innings in his debut IPL match and stitched a crucial 56-run stand with Yashasvi Jaiswal to set the foundation for a tricky chase.

**KESHAV**  
MAHARAJ



In only his 2nd IPL outing, **Keshav Maharaj** turned up the heat with figures of 2/23 that restricted PBKS to a low total.

**ROVMAN**  
POWELL



**Rovman Powell** played the perfect cameo with his **13-ball 26** as Jos Buttler sealed a chase to remember at the Eden Gardens!

**AVESH**  
KHAN



Playing his first season in Pink after being traded to the Royals, **Avesh Khan** delivered consecutive match-winning final overs against LSG and DC.

## FASHION COLLAB OF THE SEASON!

In partnership with Campus Shoes, the Royals launched a limited edition range of sports shoes through E-commerce platform Myntra.

[Click on image to buy](#)



### CAMPUS

X Rajasthan Royals Men  
Contrast Sole Sneakers



### CAMPUS

X Rajasthan Royals Men Woven  
Design Running Shoes

# GRASSROOTS ENGAGEMENT

## Rajasthan Royals Academy: Now in Jaipur, Pune & the USA

With three new academy centres in New Jersey (USA), Jaipur and Pune, our pursuit to unearth young talent and nurture them to become future superstars of Indian cricket continues full throttle, not just in India but also on the global stage.



## Super Royals meet their Superheroes

Our Super Royals Ambassadors were in for a treat when they got an opportunity to interact with Royals players Avesh Khan and Rovman Powell in an exclusive catch-up.



# STADIUM ACTIVATIONS

A unique viewing experience at SMS



On April 10, we launched a hot air balloon ride as an add-on experience for select hospitality spectators attending the match against Gujarat Titans in Jaipur. This matchday viewing experience was one of the first instances in the world of sport and entertainment where fans had the opportunity to watch their favourite players from a hot air balloon stationed 45 feet above the Sawai Mansingh Stadium.

A special Sand Art for our Pink Promise



Artist Ajay Rawat from Pushkar, Rajasthan created a special sand art inside the stadium premises symbolising our Pink Promise and the Foundation's efforts in enabling women for access to clean energy.

## Kavad - Stories of empowerment through art

Kavad, a traditional Rajasthani storytelling box beautifully hand-painted by artisans depicted stories of our Foundation's empowered women in the form of a life-size installation in the stadium concourse.

Each panel opens up to showcase the stories of Kesari Devi & Thavri Devi, our rural solar engineers on one side and Mohari Devi & Kiran Devi's stories on the other side. As they create community transformation all leading to Khushaal (prosperous and happy) homes depicted in the centre where women do not face the barriers of access to water and energy and lead equitable lives.



# THANK YOU, RAJASTHAN!

The Royals signed off their Jaipur home leg with a thumping win over MI, making it 4 / 5 wins at the Sawai Mansingh Stadium this season amidst a sea of fans in pink.



# OUR UPCOMING FIXTURES



Sat, 27 Apr



Ekana Stadium, Lucknow  
IST: 7:30 pm



Thu, 02 May



RGI Stadium, Hyderabad  
IST: 7:30 pm



Tue, 07 May



AJ Stadium, Delhi  
IST: 7:30 pm



Sun, 12 May



MAC Stadium, Chennai  
IST: 7:30 pm



Wed, 15 May



ACA Stadium, Guwahati  
IST: 7:30 pm



Sun, 19 May



ACA Stadium, Guwahati  
IST: 7:30 pm

BUY TICKETS: [bookmyshow](#)



# ALL EYES ON GUWAHATI

2023:

In a historic first, the IPL came to Northeast India for the first time ever, as the Royals played two home games at the ACA Stadium in Guwahati. It was overwhelming to see the fans turn up in huge numbers at the stadium, creating a sea of pink in support of the Royals!



2024: This year, the Royals mark their return to Guwahati for their final two matches against PBKS and KKR to conclude their league stage of the season.



## FROM THE CHAIRPERSON

“ It was a great experience last season with the IPL coming to the NorthEast for the first time. The fans showed enormous warmth and love for our Royals, and we are thankful to the people of Assam for welcoming back the team again this season to their home. The team has felt their support not just during the season, but also round the year. We believe that the circle of cricket is a circle of great sportsmanship and affection, which our team is hoping to display when they take the field in May. ”

*Ranjit Barthakur*

**Ranjit Barthakur**

Chairperson, Rajasthan Royals

## HIGHLIGHTS SO FAR: OFF-THE-FIELD

This season, we welcomed 18 high-quality, premium partners into the Royals Family, leading to a host of joint on-ground activations, fan events and top-notch branded content being created across our social media channels.

### IPL's Biggest Player Interaction



In collaboration with the Royals' Official University Partner, Poornima University, the Royals hosted the biggest-ever Meet-and-Greet in the history of the IPL, featuring a mind-boggling 3500 students and 400 faculty members of the University greeting Trent Boult, Yuzvendra Chahal, Sandeep Sharma, Dhruv Jurel, Riyan Parag, Keshav Maharaj.

### Moment Marketing done right!



True to their innovative style, the Royals leveraged moment marketing to announce Human Mobile Devices (HMD) as our Official Smartphone Partner - which had a reference to the spectacular return catch taken by Avesh Khan against KKR the night before.

### Royals x Movado



Iconic Swiss Watchmaker Movado, renowned for its iconic design since 1881, came onboard as our Official Time Partner for the season. This unique collaboration marks the first entry for a luxury swiss brand into the IPL ecosystem.

### Royal Vacations with EaseMyTrip



The Royals announced a partnership with India's 2nd largest travel platform, EaseMyTrip, aimed at curating bespoke travel experiences and packages during the IPL season.



## RAJASTHAN ROYALS X STAR SPORTS

'Halla Bol' - our popular show, in collaboration with Star Sports, returned for its second season this year. With each episode airing on Star Sports, every matchday at 8:30 AM and 11:30 AM, the show brings all the behind-the-scenes content, including special interviews and unseen footage, in a bid to bring the fans closer to their favourite Royals.



# APPENDIX: MUST WATCH CONTENT

ROYALS X EATFIT:  
THE KUL-CHA-BURGER SURPRISE!



SHIMRON HETMYER:  
CHEERING FROM THE OTHER END



JOS BUTTLER, THE 'NAYAK'  
(THIS ONE EVEN GOT ANIL KAPOOR TALKING!)



ROYALS RAPID FIRE  
FT. JOS & BOULT



10 YEARS OF SANJU SAMSON



YUZI CHahal KA JALWA!



Title Sponsor

**LUMINOUS**

Principal Sponsors



NEOM



Associate Sponsors



POORNIMA  
UNIVERSITY

Official Partners



EATFIT



DREAM11



Bisleri

MOVADO



HMD



BIG ANT  
STUDIOS



BIRA  
MERCH STORE



play (R)

FANCODE  
- SHOP -

FOLLOW US:

[www.rajasthanroyals.com](http://www.rajasthanroyals.com)

