

IPL 2024

ROYALS SCOOP

The season that was...



FROM THE LEAD OWNER



Dear Royals Family,

As we reflect on the IPL 2024 season, our journey has been filled with unforgettable moments and hard-fought battles. While our campaign ended sooner than we would have liked, the spirit and dedication shown by everyone here at the Royals has been truly inspiring.

Firstly, I would like to thank all the players, coaches, support staff and management for their relentless hard work that gave us so many reasons to smile, both on and off the field. In any organisation, aligned and exceptional leadership drives success, and I'm incredibly grateful to have the team of Ranjit, Jake, Kumar and Sanju driving this franchise forwards.

To our incredible fans - thank you for always having our back! Your unwavering support, both at the stadiums in Jaipur and Guwahati, around the country, and from afar, has been our greatest strength. The chants, the cheers, the pink jerseys and the passion you've all shown have lit up every game, driving our players to give their best.

A heartfelt thank you to all our stakeholders and partners. Your belief in our vision and constant support has been instrumental in helping us strive for excellence. Together, we are building something special and this is just the beginning.

The journey doesn't end here. We're already gearing up for the next season with renewed determination and focus with a single aim - to bring the IPL trophy back home!

As we look ahead to June, we're very excited about the ICC Men's T20 World Cup in the USA and West Indies, where at least 3 of our Royals will don the Team India jersey and fight for the silverware. We look forward to cheering them on and hope to see them bring glory to the nation.

Manoj Badale

Manoj Badale

Lead Owner, Rajasthan Royals



OUR SEASON SUMMARY

IPL, 2024 POINTS TABLE

TEAMS	PLAYED	WON	LOST	NR	NRR	PTS
Kolkata Knight Riders	14	9	3	2	1.428	20
Sunrisers Hyderabad	14	8	5	1	0.414	17
Rajasthan Royals	14	8	5	1	0.273	17
Royal Challengers Bengaluru	14	7	7	0	0.459	14
Chennai Super Kings	14	7	7	0	0.392	14
Delhi Capitals	14	7	7	0	-0.377	14
Lucknow Super Giants	14	7	7	0	-0.667	14
Gujarat Titans	14	5	7	2	-1.063	12
Punjab Kings	14	5	9	0	-0.353	10
Mumbai Indians	14	4	10	0	-0.318	8

*Updated as of 28th May, 2024

KEY STATS & PERFORMANCES:

MOST RUNS

RIYAN PARAG **(573)**

MOST WICKETS

AVESH KHAN **(19)**

MOST HUNDREDS

JOS BUTTLER **(2)**

MOST FIFTIES

SANJU SAMSON **(5)**

HIGHEST FIRST-INNINGS TOTAL

196/3 (vs GT)

HIGHEST RUN CHASE

224/8 (vs KKR)



FROM THE DRESSING ROOM

“

We have had some brilliant games not only this season but from the last three years, it has been a great project for our franchise. We have found some really great talent for the country. Riyan Parag, Dhruv Jurel and a lot of them are looking really exciting, not only for the Royals but definitely for the Indian cricket team.

”



Sanju Samson

Captain



“

Looking back at the season, it was wonderful to see Riyan and Sanju, the way they batted and held this side together. I think Dhruv Jurel is going to be phenomenal in every format that he plays. Then of course, Ashwin what he did for us, Chahal, Boult was absolutely outstanding right throughout. Sandeep Sharma, Avesh Khan and the list goes on. I think Rajasthan Royals can be very proud of the side that we built and I am extremely proud of everyone who played for us. We had a lot of support from our support staff, a lot of effort and that's all I can ask for.

”

Kumar Sangakkara

Kumar Sangakkara

Director of Cricket

HIGHLIGHTS FROM THE SEASON: ON-FIELD



Sanju Samson equalled the record for the most wins (31) as Royals captain

With 66 wickets, Yuzvendra Chahal has become the Royals' leading wicket-taker in the IPL



Riyan Parag finished with the most runs (573) for an uncapped Indian player this season



Sanju Samson (531) and Riyan Parag (573) crossed 500 runs, making this the first instance of two RR batters aggregating this number in a single season



Except Trent Boult (7), no other bowler has secured more than 3 first-over wickets this season. This adds to his milestone of having the most first-over wickets (29) in IPL

Sandeep Sharma registered his career-best IPL figures (5/18)



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

DIGITAL SNAPSHOT: IPL 2024

2.65 BILLION
VIDEO VIEWS
(vs 1.04 Bn in 2023)

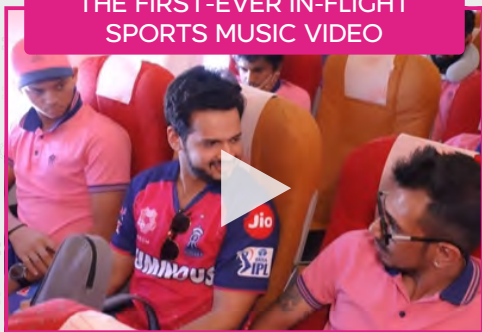
1.18 MILLION
FAN GROWTH

#1
IG ER RANK

#2
X ER RANK

MUST-WATCH CONTENT

THE FIRST-EVER IN-FLIGHT
SPORTS MUSIC VIDEO



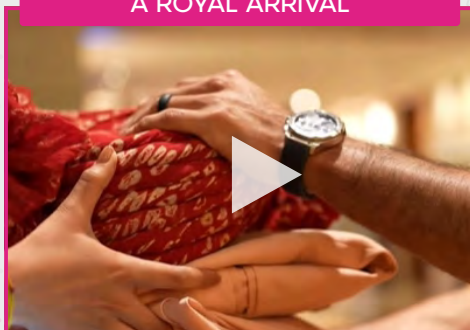
JOS BUTTLER TURNS NAYAK
(ANIL KAPOOR APPROVES!)



ROYALS X NEELESH MISRA:
THE HYPE IS REAL



A ROYAL ARRIVAL



"WHERE ARE YOU, JOS BHA!?"



MOMENT MARKETING DONE RIGHT



ELIMINATING WASTE, ONE MATCH AT A TIME

This season, we teamed up with The Trash Company to ensure optimum waste management in all our home matches in Jaipur and Guwahati. With first-hand contribution from the spectators, management and housekeeping staff, this initiative was successfully implemented through a 6-step process that involved:

Waste Awareness | Waste Segregation | Waste Collection | Waste Transportation
Waste Processing | Data Collection

IMPACT IN NUMBERS

65,768 KGS

OF WASTE MANAGED IN 7 MATCHES (88.10% OF TOTAL)

46,617.4 KGS

CO₂ EMISSIONS SAVED = PLANTING 2141 TREES!

“

It's really impressive to see an initiative like the one taken by RR at the IPL. Working to manage waste during events not only promotes sustainability but also sets a positive example for responsible practices. It's a great step towards making events more ecofriendly.

Naina Joshi
Rajasthan Royals Fan

”

“

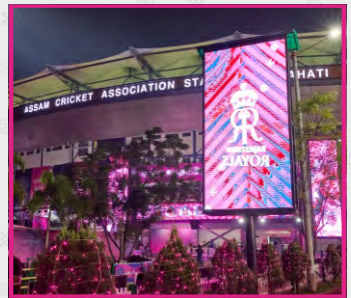
Let's give a shoutout to those unsung heroes cleaning up the stadium during the IPL matches. They're like the guardians of cleanliness, making sure we can all enjoy the game without worrying about a mess.

Abhishek Khandal
Spectator

”



A REVAMPED IN-STADIA EXPERIENCE

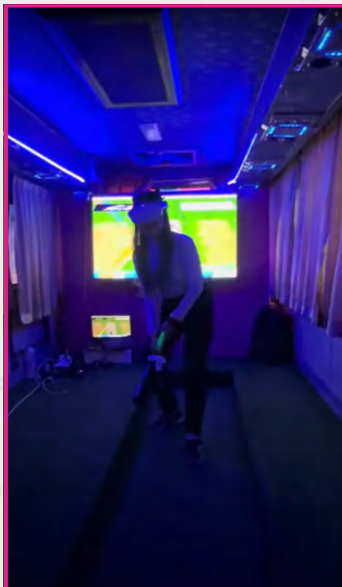


FAN ACTIVATIONS

CRICKET ON WHEELS

This season, we introduced an innovative fusion comprising the best of next-generation Esports with the excitement of T20 cricket with 'Cricket on Wheels' - a unique caravan that went around the bylanes of Jaipur, Jodhpur and Udaipur, bringing the in-stadia cricket experience for fans away from the stadium through a virtual reality offering for FREE.

Here are some glimpses from our activation that saw excited fans turn up in huge numbers!



HOP ABOARD THE 'ROYAL FAN EXPRESS'

With 200 excited kids from our Associate Sponsor Poornima University, the Royal Fan Express set off from Jaipur for a memorable road trip to Ahmedabad for the Eliminator against RCB, chants of *Halla Bol* reverberating throughout the journey!



'FAMILY DAY CRICKET' IN GUWAHATI

Ahead of the Royals' home leg in Guwahati, the Rajasthan Royals 'Family Day Cricket' was organised at the Royal Global School, with more than 200 participants, including students, turning up to the activation that included both cricket and trivia around the Royals.



HIGHLIGHTS FROM THE SEASON: OFF-THE-FIELD

A special Meet & Greet



Red Bull x Royals: 'Dance your style'



HIGHLIGHTS FROM THE SEASON: OFF-THE-FIELD

Spot Pink, win a chance of a lifetime!

In a one-of-a-kind collaboration with our Official Partner HMD, we invited fans to participate in our 'Spot Pink' contest. All they needed was to share a picture of anything pink. 1 lucky winner won an all-expense paid trip to Ahmedabad to watch the RR vs RCB Eliminator, and a meet-and-greet opportunity with the Royals players.



CHANCE OF A LIFETIME!
JOIN US AT THE PLAYOFFS

Powered by **HMD**

SEND 'PINK' ON
9152974250
TO ENTER!

Hi Royal! You now stand a chance to win an all-expense paid trip to Ahmedabad for our Playoffs game.

STAND A CHANCE TO WIN

MEET & GREET WITH THE ROYALS

ALL-EXPENSE-PAID TRIP TO AHMEDABAD FOR THE PLAYOFFS

FIRST-EVER HMD SMARTPHONE

*T&C apply

RRF x Australian High Commission

To mark the collaboration between the Royal Rajasthan Foundation and the Australian High Commission for enabling empowered women, Australia's High Commissioner to India, Philip Green OAM, hosted an event in the presence of Rajasthan Royals' players Sandeep Sharma, Kunal Singh Rathore, Tom Kohler-Cadmore, Donovan Ferreira, along with Chief Executive Officer Jake Lush McCrum, and members of the support staff John Gloster and Michael Italiano.



THANK YOU, GUWAHATI



MISSION T20 WORLD CUP FT. ROYALS

An action-packed month of June awaits as 10 of our Royals feature in their respective national teams for the ICC Men's T20 World Cup 2024.



SANJU SAMSON



YASHASVI JAISWAL



AVESH KHAN



YUZVENDRA CHAHAL



ROVMAN POWELL



KESHAV MAHARAJ



SHIMRON HETMYER



TRENT BOULT



JOS BUTTLER



NANDRE BURGER

ROYALS AT THE WORLD CUP

HALLA BOL *for* TEAM INDIA!

Cheer for the Men in Blue with this special,
limited-edition World Cup jersey.

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UNIVERSITY

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EaseMyTrip
Bharat ka Travel App

HMD

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