



Research Report on CSK

About the company:

The Chennai Super Kings also known as CSK is an Indian franchise cricket team located in Chennai, Tamil Nadu, which participates in the Indian Premier League (IPL).

Established in 2008, the team plays its home matches at the M. A. Chidambaram Stadium in Chennai.

After serving a two-year ban from the IPL, which began in July 2015 for the alleged association of their owners in the 2013 IPL betting matter (with Rajasthan Royals), the Super Kings returned to the league in 2018, winning the championship in the comeback season. This marked its third win overall following a win in 2010 and 2011 to join Mumbai Indians for the record for maximum IPL title wins.

The captain of the team is Mahendra Singh Dhoni who has guided the team to three victories since 2008 and is trained by Stephen Fleming.

The Chennai Super Kings have the best win rate amongst all teams in the IPL (61.28). They contain the records of most occurrences in the IPL playoffs (ten) and have played the playoffs in each season they have starred in the league, which makes them the only team to do so. Additionally, they also qualified to eight finals out of the ten leagues they took part in, which made them one of the most flourishing franchises in the IPL.

Besides, they have further won the Champions League Twenty20 in 2010 and 2014.

The title value of the Chennai Super Kings in 2019 was estimated at 732 crores, making them one of the most worthy franchises in the IPL.

Sponsors:

The Principal Team Partner of Chennai Super Kings is The Muthoot Group, which had extended its contract with the CSK IPL team in 2018, until 2021. The Chennai Super Kings is sponsored by a number of other partners, including SEVEN, which is the official jersey partner of the team. SEVEN is owned by the skipper of the team, Mahendra Singh Dhoni. Another sponsor of Chennai Super Kings headed by Mahendra Singh Dhoni is Gulf Lubricants.

ACT Fibernet has been signed as the official internet partner of the team, alongside NOVA and iB Cricket, who are the digital media partners of the team. The radio partners of Chennai Super Kings are Hello FM and Fever FM. In 2020, ASAP has joined as the official energy partner for the team.



Demerger from India Cement:

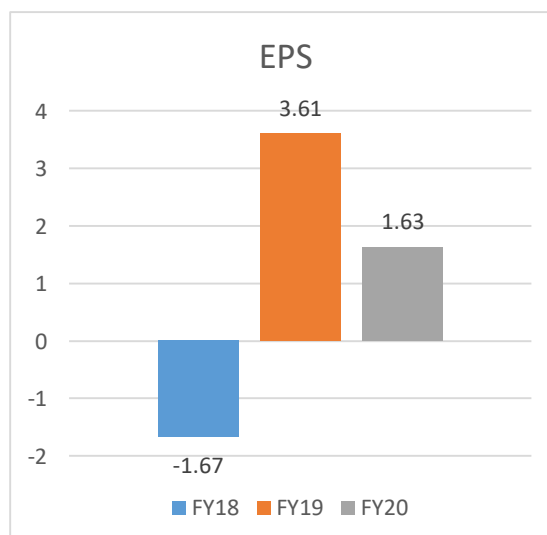
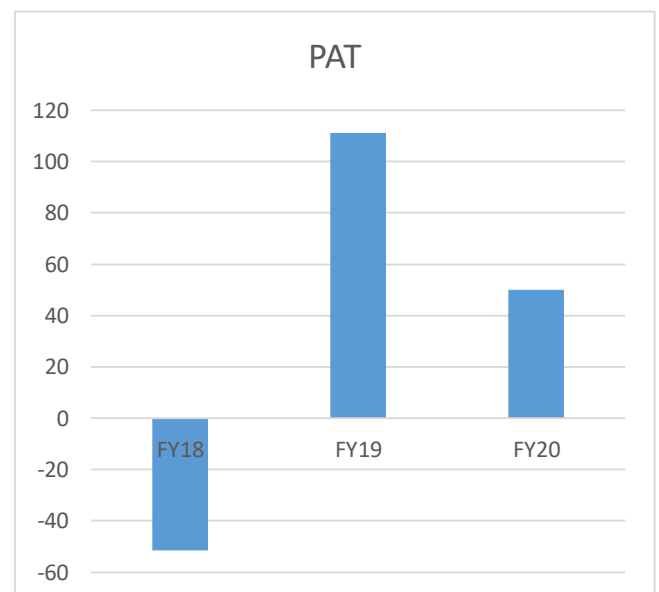
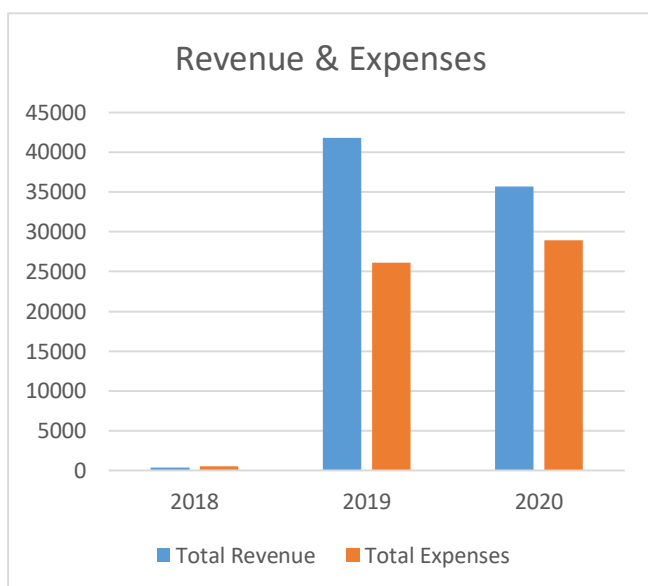
The India Cement on 26.09.2014 approved a demerger of Chennai Super Kings a BCCI-IPL Franchise 20/20 Cricket Tournament Team into a wholly-owned subsidiary by transferring its net assets at cost. So with effect from 01.01.2015, a new wholly-owned subsidiary will get incorporated. The shareholders of CSK will get one share of CSK for every one share of India Cement.

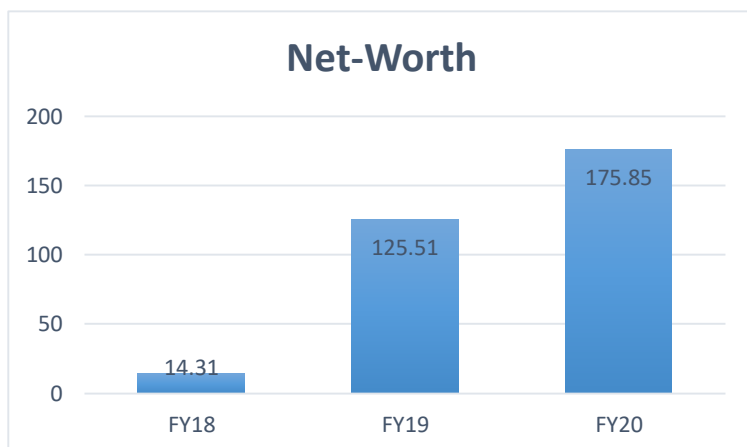
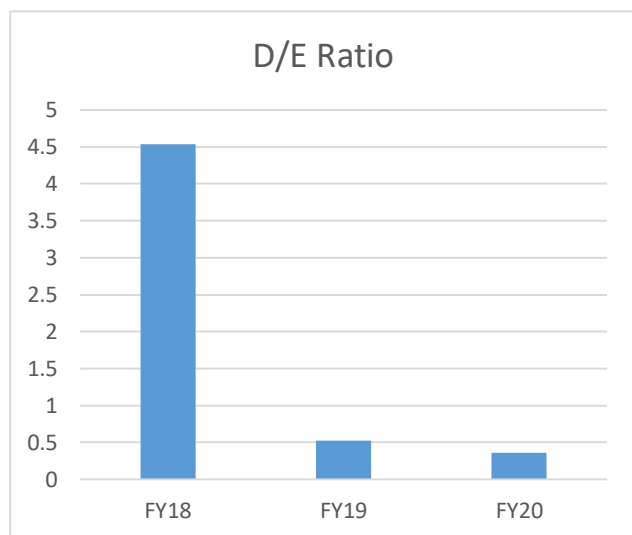
India Cements had transferred its holding of CSK to India Cements Shareholders Trust with October 9, 2015, as the date fixed for allotment of the shares. The shareholders of the company were allotted a share each for every India Cements shares they owned. However, since that time period, CSK, along with Rajasthan Royals had to serve a two-year suspension due to respective team principals Gurusath Meiyappan and Raj Kundra found to being involved in the suspicious betting activity.

Digital Partners:



Company Financials:





Future of CSK:

The three-time Indian Premier League champions Chennai Super Kings led by MS Dhoni will be looking to win their fourth title this year when IPL kicks off from September 19th in the UAE. There have been a few hiccups at the start of CSK's campaign. The training sessions had to be delayed after multiple people tested positive for Covid-19 from the CSK camp. Also, two major players of the CSK team, Suresh Raina and Harbhajan Singh pulled out of the tournament.



But, irrespective of all the troubles, skipper MS Dhoni has looked unfazed and till the former India captain is there, the CSK fans can still dream of winning another title. Such is the impact that Dhoni has had on CSK since the inception of IPL in 2008.

Report by: Janvi Doshi

Date: 21st September 2020