

India's Sports Economy Surges: Impact of Global Trends on Local Growth and

Sports Economy · Answer Key · 8 Questions

1. In 2025, what was the approximate total value of India's sports economy, marking a significant milestone?

- A) INR1.5 trillion
- B) \$2 billion**
- C) INR10 billion
- D) \$500 million

2. Which of the following factors has been a primary driver for the surge in athlete endorsements in India, as of 2024-2025?

- A) Increased government funding for grassroots sports
- B) A global decline in advertising spending
- C) Medal-winning performances at international events and growing digital presence**
- D) The withdrawal of major sponsors from cricket

3. According to recent reports, what percentage of India's total industry revenues in the sports economy did cricket account for in 2025?

- A) Approximately 60%**
- B) Around 75%
- C) Approximately 89%
- D) Roughly 50%

4. How has the growth of professional leagues like the IPL and PKL impacted India's sports economy?

- A) They have led to a decrease in foreign investment due to market saturation
- B) They have significantly boosted viewership, sponsorship, and investments, contributing to economic growth**
- C) They have primarily benefited the manufacturing sector with minimal impact on other economic aspects
- D) Their success has been limited to niche urban markets with little broader economic effect

5. What key trend has emerged regarding sports sponsorship spending in India, moving beyond traditional visibility-led associations?

- A) A shift towards solely digital-first advertising campaigns
- B) An increase in sponsorships focused on celebrity lifestyle over athletic achievement
- C) A move towards more immersive, story-driven collaborations and deeper partnerships**
- D) A reduction in sponsorship value due to increasing regulatory oversight

6. Which sector has emerged as the largest contributor to India's sports economy in 2025, highlighting the importance of content distribution?

- A) Sports Apparel Manufacturing
- B) Sports Tourism
- C) Media Spends**
- D) Sports Infrastructure Development

7. What has been a notable trend in the non-cricket sports sponsorship landscape in India, particularly influenced by global events like the Olympics?

- A) A significant decrease in sponsorship due to rising costs
- B) A plateau in growth with minimal year-on-year increase
- C) A substantial surge, with distance running alone contributing a quarter of the market**
- D) A complete shift of all sponsorship away from cricket towards other sports

8. How has global economic shifts and regulatory changes (e.g., related to real money gaming) impacted the Indian sports sponsorship market?

- A) The market has shown resilience, with traditional sectors stepping in to absorb premium inventory despite regulatory challenges**
- B) The exit of real money gaming companies led to a complete collapse of sponsorship revenues
- C) Global economic downturns have caused a significant decline in all forms of sports advertising
- D) Increased regulation has entirely halted foreign investment in the sector