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Chennai Super Kings (CSK): Growing and Leveraging Brand Equity

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The case is about evaluating the brand building efforts and formulating a strategy to further grow and leverage the brand equity of Chennai Super Kings (CSK), a cricket franchise of Indian Premier League (IPL) owned by India Cements. Founded in 2008, CSK has been one of the most successful teams among the IPL franchisees. They were winners in 2010 and 2011, runners-up in 2008 and 2012 and was among the top four teams in 2009. Rakesh Singh, Vice President of Chennai Super Kings Franchise and Joint President Marketing of India Cements wanted to enhance CSK brand equity (valued at \$70.16MM in 2011-Exhibit4) comparable to major international sporting clubs in the world like the Manchester United with a valuation of \$853MM and LA Lakers the NBA team valued \$900MM in 2011. The case provides an opportunity for readers to understand branding- namely growing brand equity and leveraging brand assets, in an interesting context.

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