



ROYALS REWIND



IPL 2022: THE STORY SO FAR

A ROYAL WELCOME

NOTE FROM THE CEO

Dear Royals Family,

We've had an eventful and exciting few months, including a positive first half of our IPL 2022 campaign with some enthralling and record-breaking matches.

However, one area we are still coming to terms with as a franchise is the passing of Shane Warne. He was and will forever be the first Royal, and the man who inspired so many in India and around the world. He launched the IPL on the global stage and his presence is still very much felt within the squad. The team is doing everything they can to make him proud this season, with 6 wins from our first 8 games, and I look forward to celebrating his life with many of you on April 30th during the game vs Mumbai.

It is the energising support of our investors, partners, stakeholders and fans that has helped us come this far in our journey and we believe we've made significant strides in what is an exciting new era at the franchise. It has also been fantastic to be back playing in India in front of fans, with incredible atmospheres created at just 50% capacity!

This mid-season newsletter is intended to give you an exclusive look into the franchise, both on and off the field. I hope you enjoy reading a document we've tried to keep both informative and concise! I would be delighted if the newsletter at the end of the season is even more positive, as we look to bring the trophy back to its original home.

Thank you for all your support.

Halla Bol!

Jake Lush McCrum



OUR SEASON SO FAR

Jos Buttler's sensational centuries, Yuzvendra Chahal's record hat-trick, Shimron Hetmyer's explosive hitting, nail-biting victories and home to the Orange and the Purple Cap - we've witnessed some exhilarating performances from the Royals at IPL 2022 so far.

KEY STATS

MATCHES






08

WINS

06

LOSSES

02

	TEAMS	M	PTS	NRR
1	 GT	8	14	+0.371
2	 RR	8	12	+0.561
3	 SRH	8	10	+0.600
4	 LSG	8	10	+0.334
5	 RCB	9	10	-0.572
6	 DC	8	8	+0.695
7	 PBKS	8	8	+0.419
8	 KKR	9	6	+0.006
9	 CSK	8	4	-0.538
10	 MI	8	0	-1.000

MOST RUNS
JOS BUTTLER

499 

MOST WICKETS

YUZVENDRA CHAHAL

18 



ROYALS SPEAK

“ WHEN MISTAKES HAPPEN, THAT'S WHEN YOU NEED YOUR SIDE AROUND YOU. I SEE THAT HERE, AND THESE ARE SIGNS THAT WE ARE ON THE RIGHT TRACK AS A SIDE.”

- KUMAR SANGAKKARA



“ I THINK IT'S VERY IMPORTANT TO STAY CALM, TRUST YOURSELF, AND TRUST YOUR TEAMMATES.”

- SANJU SAMSON



ROYALS SPEAK

“ I SEE THIS TEAM GOING ALL THE WAY. I THINK WE HAVE ALL THE TALENT, EXPERIENCE AND EXPERTISE TO CHALLENGE FOR TITLES.”

- JOS BUTTLER



“ THE ATMOSPHERE IN THE ROYALS CAMP IS VERY FAMILY-LIKE. FROM TEAM VICTORIES TO BIRTHDAYS AND SPECIAL OCCASIONS, WE COME TOGETHER TO CELEBRATE EVERYTHING. THE MANAGEMENT ENSURES EVERYONE IS WELL TAKEN CARE OF, WHETHER WE'RE INSIDE THE BUBBLE OR ON THE FIELD.”

- YUZVENDRA CHAHAL



OUR 2022 OFFICIAL MATCH KIT

THE INSPIRATION



Our 2022 jersey is inspired by 'Leheriya', a traditional art form of Rajasthan that uses a tie-and-dye technique to create beautiful patterns. It is our tribute to the state's artisans - the empowered women who work with our CSR arm, **Royal Rajasthan Foundation** to create these designs round the year.

OUR 2022 OFFICIAL MATCH KIT

THE REVEAL



We teamed up with long-term partners Red Bull to create a one-of-a-kind film starring Australian stuntman & biker Robbie Maddison, who rode past Jaipur's iconic locations and delivered the jersey to Sanju Samson & Yuzvendra Chahal at the SMS Stadium in a never-seen-before style!

THE IMPACT Total Views: **2.84M** Total Impressions: **11M**

[WATCH VIDEO](#)

LIFE INSIDE THE BUBBLE



This season, we welcomed the Royals with traditional Rajasthani saafas (turbans), along with a surprise visit from Tom & Jerry, courtesy our partnership with Cartoon Network.

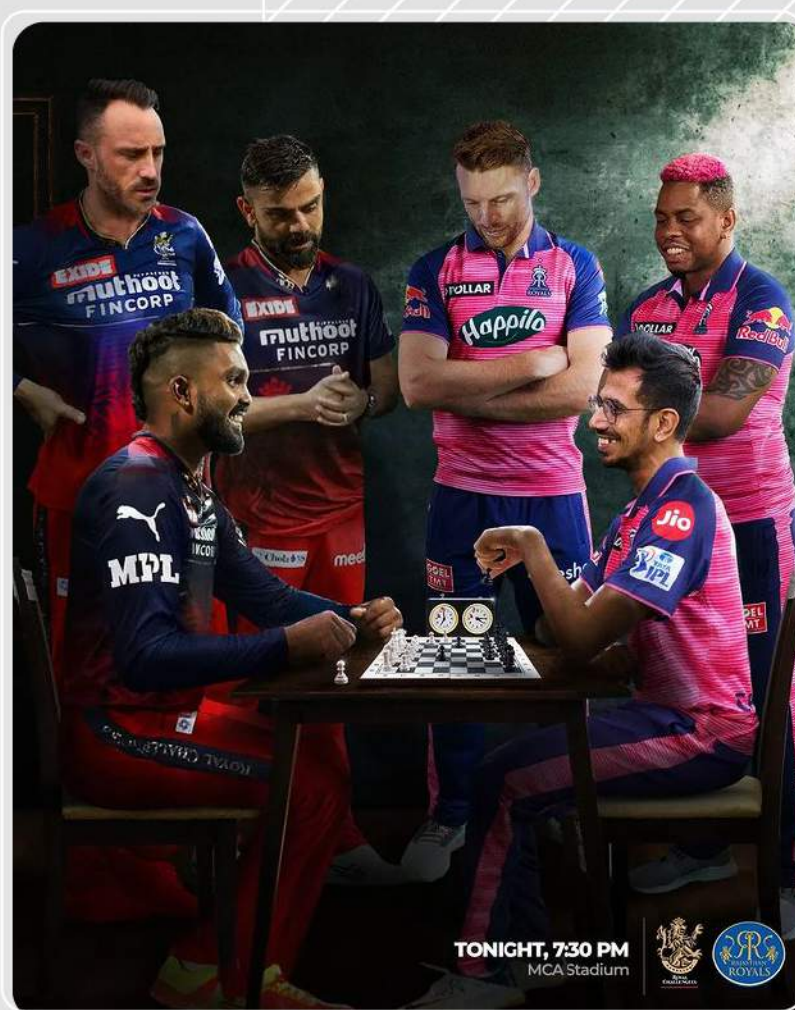
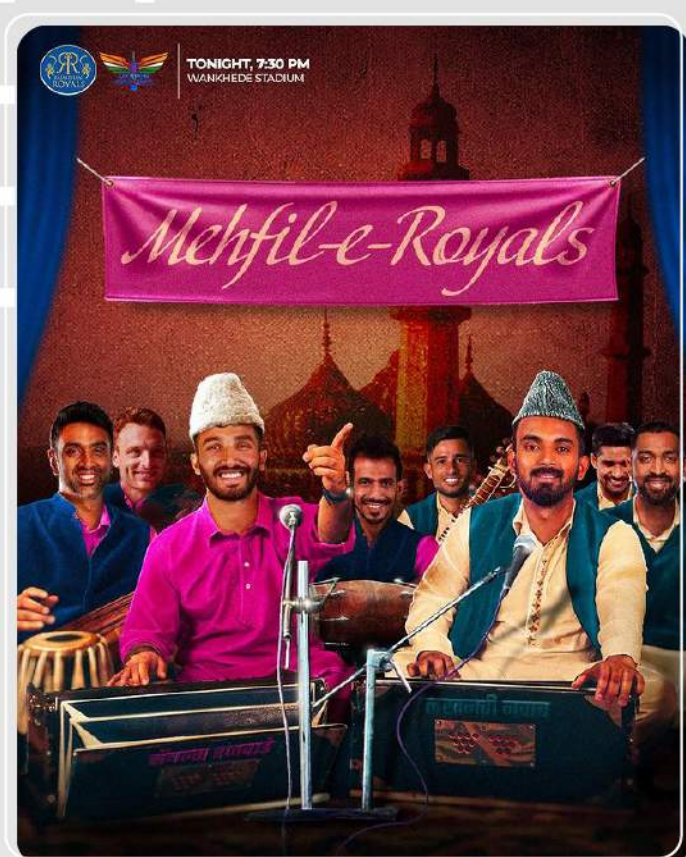
We've also tried to create a warm, happy, and relaxed environment for the players, coaches and their families inside the bubble with facilities such as:

- A gaming room comprising Table Tennis, Carrom & a Pool table
- A team room to celebrate birthdays, other occasions with a projector screen for entertainment
- A private dining room for team dinners, and a live kitchen in the restaurant
- Large outdoor space around the property for fresh air and walks
- 24x7 gym & swimming pool access to help the players train, rest & spend time with families

WE ENSURE ALL THIS IS DONE BY FOLLOWING THE HIGHEST STANDARDS OF SAFETY AND OPERATING WITHIN THE BIO-BUBBLE PROTOCOLS.

DIGITAL SNAPSHOT

A big part of what we do during the season is engaging and entertaining our fans, through all the content we create inside the bubble with our players. We've been churning out lots of quality content every single day for the last two months, and both numbers and sentiment look extremely positive.



KEY STATS

While we are well on course to beating our own benchmarks from IPL 2021, here are a few key metrics that we'd like to highlight:

Engagement Rate Among IPL Teams:



1st



1st



1st

Video views:

300 Mn+

New Followers:

600 K+

WELCOME ABOARD NEW PARTNERS

We would like to extend a warm welcome to all our new partners, who have joined us at the Royals family this year. Together, we look forward to making this season even more exciting and rewarding for all of us, and we hope to continue this fruitful association for years to come.



This year, we welcomed Happilo, India's Premium Nuts & Dry Fruit brand as our Title Sponsor



We also onboarded one of India's leading apparel brands, Dollar, as our Principal Sponsor



In our bid to promote eco-friendly lifestyle choices, we teamed up with One Moto as our Official EV Partner (two-wheeler segment)

meesho

ONLINE
SHOPPING PARTNER

Schneider
Electric

SUSTAINABILITY
PARTNER



PACKAGED DRINKING WATER
WITH MINERALS

OFFICIAL
CELEBRATIONS
PARTNER

Fino

Payments Bank
फिनो पेमेंट्स बैंक

DIGITAL
PAYMENTS PARTNER

TO OUR LONG-TERM PARTNERS

We would also like to extend a big thank you our long-term partners who have been an integral part of the Royals family and have continued to support us in our endeavours. We have had a memorable run in the IPL so far, and we look forward to strengthening our partnership this season and beyond.



OFFICIAL TIRE PARTNER



PRINCIPAL SPONSOR



Red Bull

POURING PARTNER



OFFICIAL HELMET & BIKE ACCESSORIES PARTNER



ASSOCIATE SPONSOR



FANTASY GAMING PARTNER



BANKING PARTNER



OFFICIAL COOLDOWN PARTNER



ACTION CAMERA PARTNER

GRASSROOTS CRICKET

RAJASTHAN ROYALS ACADEMIES



We recently appointed Siddhartha Lahiri as our Head of Academy Coaching. Having 20+ years of experience in cricket coaching and being an integral part of the Royals Support Staff, Siddhartha will help us grow the physical and digital network of our academies across the globe. These academies are established to provide a platform for upcoming talent to learn and experience the ever-evolving T20 format of the game. We're also looking to develop a global network of Royals coaches through our own certification program aimed to launch by September this year.

OUR ACADEMY LOCATIONS

 **INDIA**
Nagpur, Guwahati

 **UK**
Cornwall, Surrey

 **UAE**
Dubai, Ajman

BEYOND CRICKET

ROYALS SCHOOL OF BUSINESS



TOTAL NO.
OF COURSES
OFFERED:

13



EDUCATION
PARTNERS:

**DEAKIN,
INSEAD**

ENROLMENTS:

2000+
FROM 23 COUNTRIES



We've introduced several new courses at the Royals School of Business - our official education platform - to help sports professionals take the next step in their dream career. Students get an opportunity to learn from in-house experts and Royals coaches like Kumar Sangakkara, Paddy Upton, players like Sanju Samson, Jos Buttler, R Ashwin & more. They also get a certificate from Rajasthan Royals on successful completion of a course.

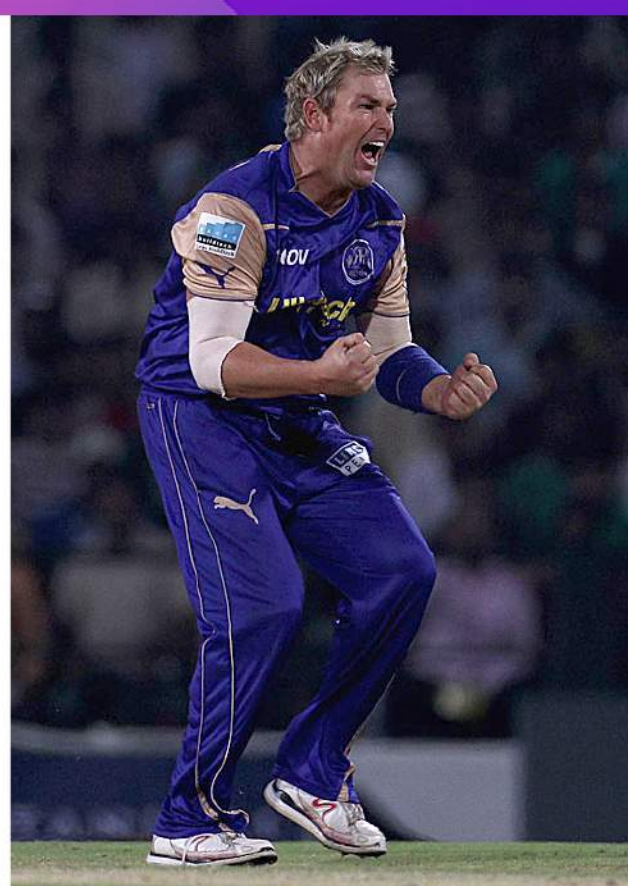
#FORWARNIE



We're dedicating our match on 30th April against Mumbai Indians to **Shane Warne** - the First Royal and a legend of the game.

FOREVER THE FIRST ROYAL

1969-2022



Surrounded by Warnie's family, friends and thousands of fans, our players will be playing for more than just two points on April 30th at the DY Patil Stadium in Navi Mumbai - the ground where we won the first-ever IPL title in 2008.

The day, the match will be our heartfelt tribute to the magician whose precious legacy continues to live in our hearts as memories for a lifetime.

Some of what we will be doing to celebrate Warnie

- Specially designed jerseys with SW23 engraved on the collar. To be auctioned later to raise money for Warne's charity
- Tribute to Warnie to play out on the giant screen at the stadium before the game
- Multiple in-stadia installations celebrating Warne's life & achievements

UPCOMING FIXTURES

We continue our season with our next match against Mumbai Indians on 30th April.

The playoffs begin on 24th May, with Kolkata hosting Qualifier 1 and the Eliminator. Ahmedabad is set to host Qualifier 2 and the final on 29th May.

30 APR, SAT, 7:30 PM

D.Y. Patil Stadium, Mumbai.



02 MAY, MON, 7:30 PM

Wankhede Stadium, Mumbai.



07 MAY, SAT, 3:30 PM

Wankhede Stadium, Mumbai.



11 MAY, WED, 7:30 PM

D.Y. Patil Stadium, Mumbai.



15 MAY, SUN, 7:30 PM

Brabourne Stadium, Mumbai.



20 MAY, FRI, 7:30 PM

Brabourne Stadium, Mumbai.



APPENDIX MUST-WATCH CONTENT



THE ROYALS SALESMEN

FT. NEESHAM, SHIMRON, RIYAN

The Royals Salesmen

What happens when cricketers try to sell products? New season. New players. Double the entertainment!

[▶ WATCH NOW](#)



ROYALS RAPIDFIRE

JOS BUTTLER AND RAVI ASHWIN

Royals Rapid Fire feat. Jos & Ashwin

The world waited for a Jos & Ashwin conversation. So we got them to discuss mankading, first impressions, & much more!

[▶ WATCH NOW](#)



Lightning Bolt

Can Bolt truly cause lightning? Watch him fly in an all-new avatar!

[▶ WATCH NOW](#)



THE TEAM

DRESSING ROOM DIARIES
#RCBvRR

Dressing Room Diaries

Riyan's redemption, Karun's sacrifice and Jos' break day. Venture inside our dressing room after our victory against RCB!

[▶ WATCH NOW](#)



Kuldeep - Trials to Triumph

Spotted at the trials. Nurtured at the Royals. The story of Kuldeep Sen - a boy wonder from Rewa, making an impact in the IPL.

[▶ WATCH NOW](#)



MATCHDAY

#SRHvsRR

Season Opener Hype

The dawn of a new era, the promise of a new future. These words from Kumar Sangakkara before the season will give you goosebumps.

[▶ WATCH NOW](#)