

WHAT

ITW Playworx won the bid to execute the Indian Premier League (IPL) opening ceremony 2024 at the MA Chidambaram Stadium.

The IPL opening ceremony kicks off the grand spectacle that sets the stage for the excitement and intensity of the tournament.

ITW was responsible for the **end-to-end conceptualization, production, and execution** of the entire ceremony.



OBJECTIVES

ITW Playworx's main objective was to provide a complete package that is truly suited for today's tech savvy audience, and to ensure that the IPL opening ceremony entertained fans, brought the best in technology to the event, and featured world-class talent.



EXECUTION

ITW Playworx conceptualized the IPL opening ceremony under the theme "Rise As One", to celebrate India and the spirit of cricket. From conceptualisation to execution the turnaround time was only 4 weeks. For the first time in IPL, ITW Playworx executed a first of its kind for India - Augmented Reality technology display which would be seen on broadcast seamlessly integrating with performances on ground - adding an entirely new dimension to the spectacle for the TV audience. These graphics focused on celebrating India's remarkable achievements like launching Chandrayaan etc. The event featured electrifying performances by Bollywood actors Akshay Kumar, and Tiger Shroff as well as music legends Sonu Nigam and AR Rahman performed melodies on stage. We also facilitated bringing Swedish DJ and record producer Axwell to keep the high spirits at the stadium grooving.

RESULTS

The IPL opening ceremony broke all records on linear TV with **16.8 crore viewership**, and **11.3 crore viewers** tuned in through OTT platforms. We also witnessed the hashtag **(#IPLOpeningCeremony)** trending on Twitter (X) with **42.8 million posts**.