



# POST-SHOW REPORT





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Vision



Mission

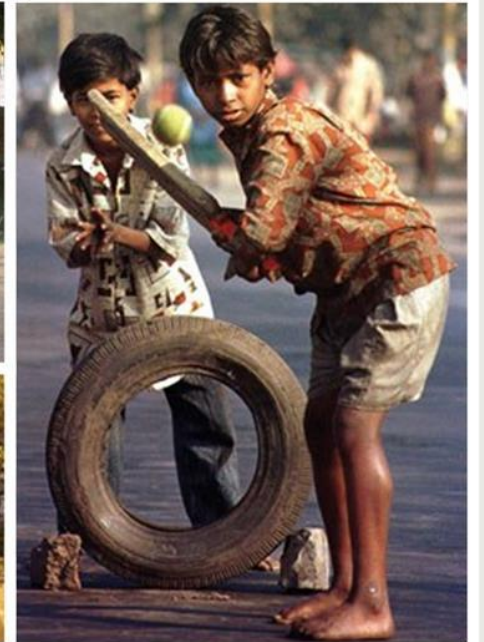


KTPL History – A Look Back



# VISION

- **Transform Local Talent:** Elevate street cricket players into recognized stars.
- **Foster Growth:** Provide a platform for discovering and nurturing cricketing talent.
- **Community Engagement:** Engage local communities and inspire young cricketers.
- **Professional Organization:** Ensure a professionally managed and well-organized league.
- **Global Exposure:** Bring the excitement of tape ball cricket to a global audience.



# MISSION



*By transitioning street cricket onto the grounds, KTPL has opened doors of opportunity for countless individuals, offering them a chance to shine on a larger stage and fulfill their dreams of sporting greatness.*

Zohair Naseer, Chairman KTPL





# FROM STREETS TO STADIUM



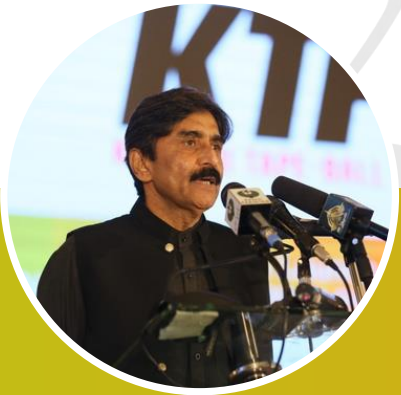
KARACHI TAPE-BALL PREMIER LEAGUE

**A LOOK BACK**





# LEAGUE PATRONIZERS



**Javed Miandad**  
President, KTPL



**Haroon Rasheed**  
Senior Vice President, KTPL



**Tauseef Ahmed**  
Senior Vice President, KTPL

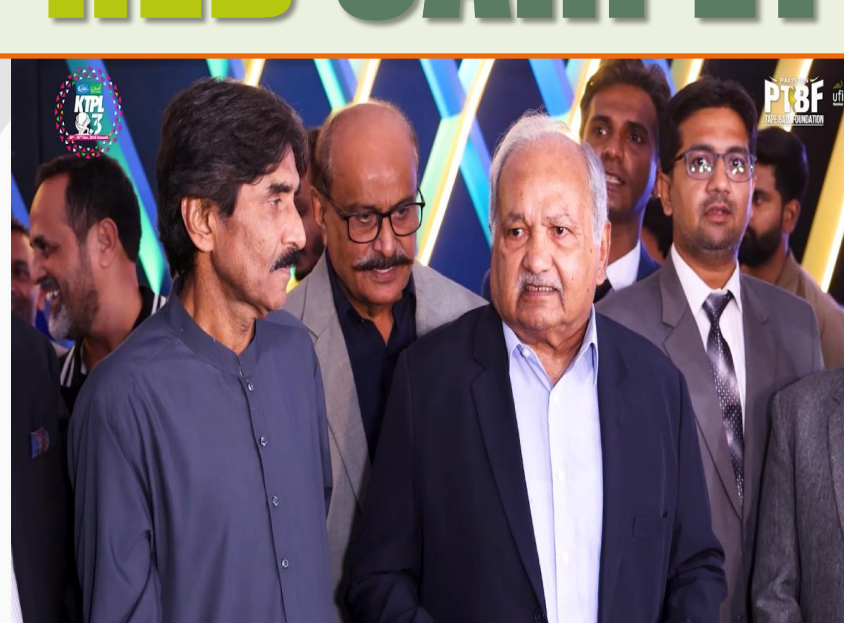


**Sadiq Muhammed**  
Senior Vice President, KTPL





# RED CARPET







# SOFT LAUNCH







# DRAFTING







# INAUGURATION







# MOMENTS ON THE FIELD





# FAN ATTENDANCE











# CELEBRITY SIGHTINGS







# CLOSING CEREMONY







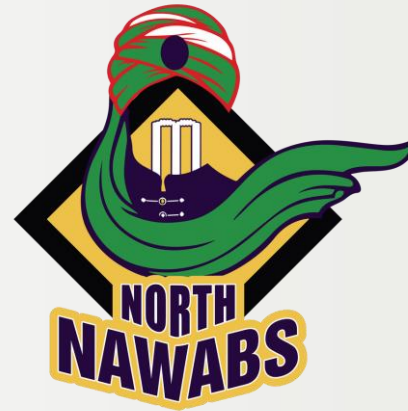
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# CLIFTON POPULAR





# OUR TEAMS





KTPL 3 achieved remarkable success, garnering a massive 6.4 TRP on Geo Super, highlighting its immense popularity among cricket enthusiasts.

**LIVE**  
**BROADCAST**





# GLOBAL BROADCAST





**KTPL SEASON 3 GARNERED VIEWERSHIP  
FROM 84+ COUNTRIES ACROSS THE GLOBE**





**KTPL Facebook**



**Geo Super**



**BTV YouTube and  
Facebook**



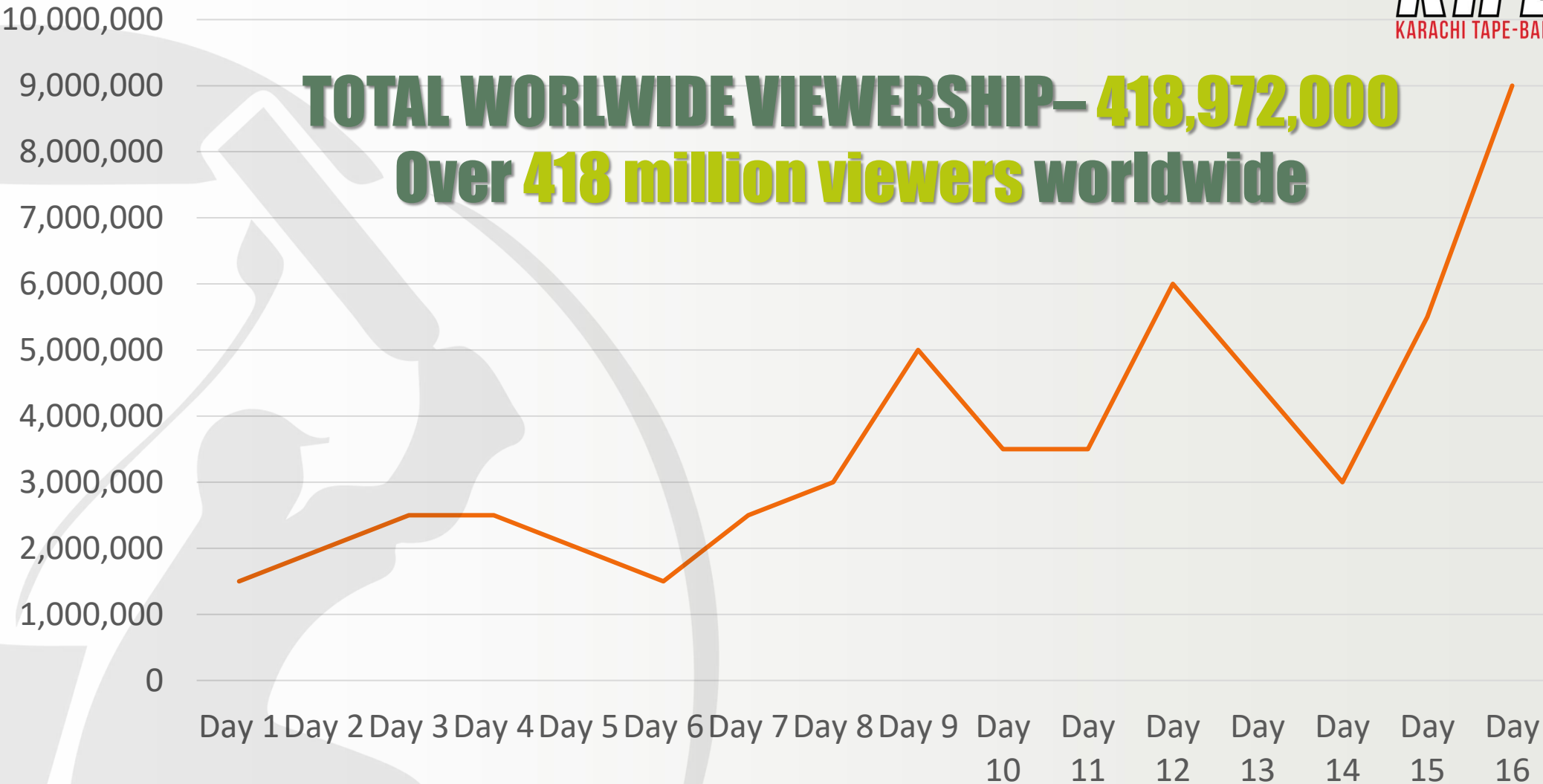
**BXSS Facebook  
and Mobile App**



**DIGITAL  
PARTNERS**



# Audience Metrics





# LOCAL MEDIA COVERAGE





# SOCIAL MEDIA OUTREACH

409M



Digital Blog Articles

8.3M



National Broadcast

3M



Influencer Marketing Reach

54.8M



Social Media Platform

4.5M



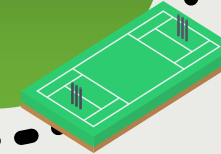
Digital Blog Articles

350K



Magazine and Podcasts

75K

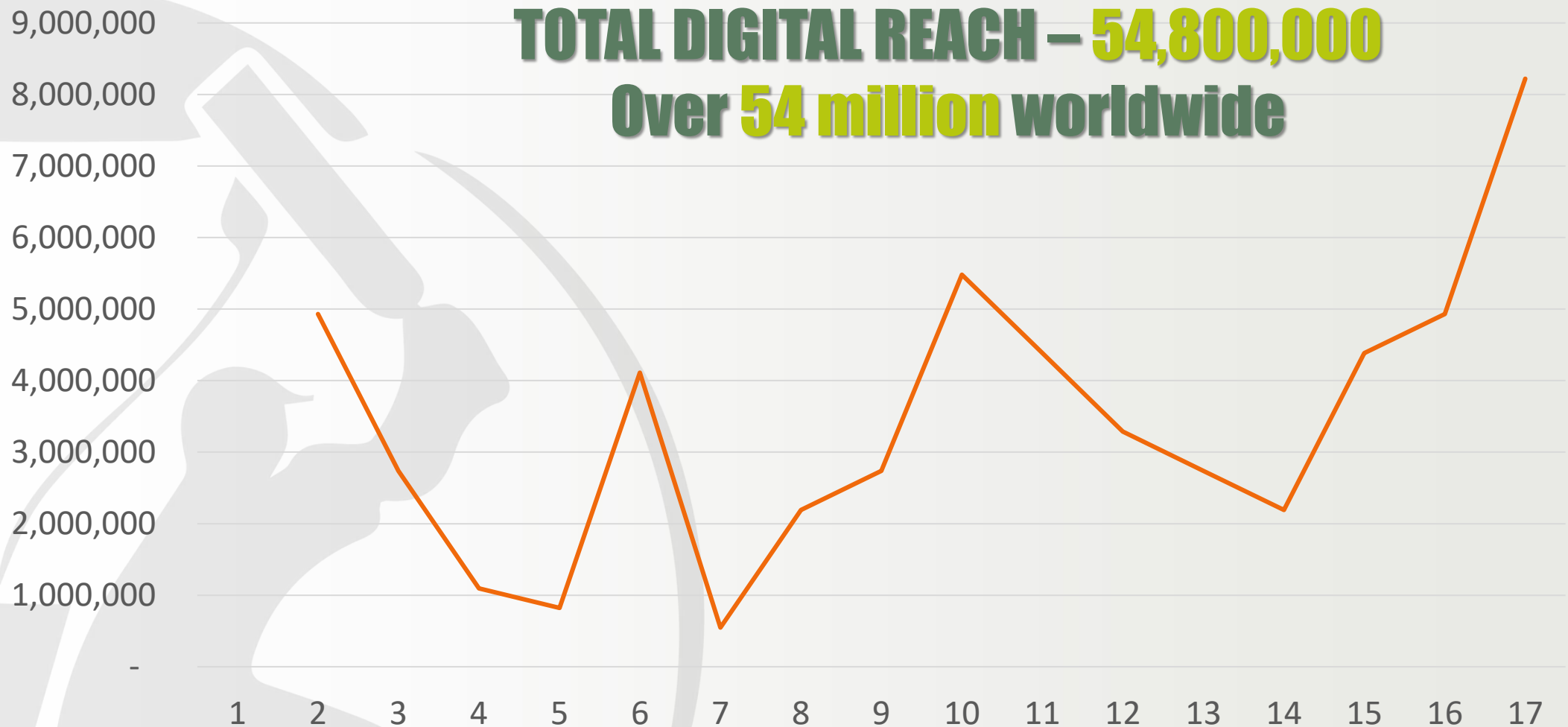


On-ground



## Social Media Summary

**TOTAL DIGITAL REACH – 54,800,000**  
**Over 54 million worldwide**







# CELEBRITY SHOUTOUTS





# SEASON 3 SPONSORS

## PRESENTED BY



## SPONSORED BY



## BEVERAGE PARTNER



## TEA PARTNER



## IN ASSOCIATION WITH



## OTHER SPONSORS



## MEDIA PARTNER

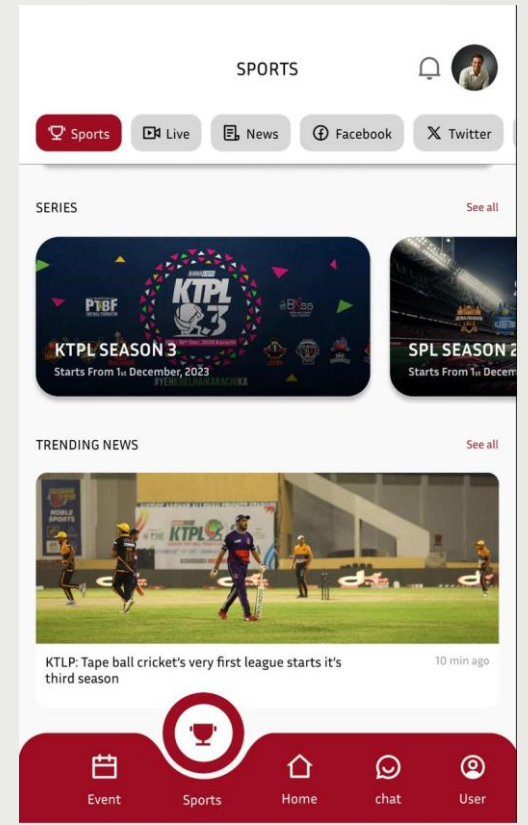
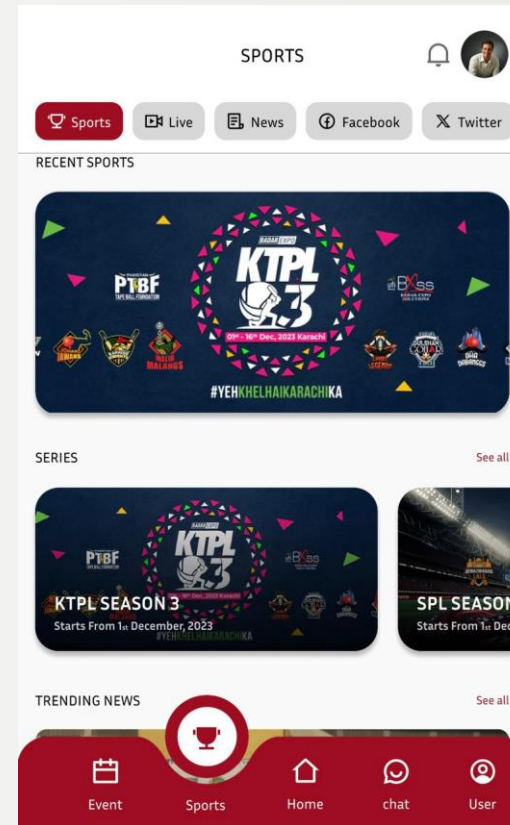




# Introducing the All-New Badar Expo App: Your Gateway to Live KTPL Matches and Exclusive Event Access

Badar Expo has launched its cutting-edge mobile application, designed to keep the audience connected with all our exciting events. This innovative app offers live streaming of KTPL matches, ensuring they never miss a moment.

The app also proudly showcases the logos of KTPL sponsors, highlighting the valued partners who support these dynamic events.







Thank You

