

PLAYGROUND OF LICENSING

Kolkata Knight Riders were champions during the '12 series and it has given a boost to its licensing programme.

Sweta Pal

Sports licensing, a fast growing and emerging segment, has been propelled largely by the popularity of the IPL. And, to leverage the opportunities from the large 'fan' base, Kolkata Knight Riders (KKR) – co-owned by Shahrukh Khan and champions during the '12 series, has aggressively grown its licensed merchandise portfolio over the past few years.

As part of this strategy, KKR is partnering with The Wild East Group and entering new licensing segments. "KKR is extremely bullish about licensing and merchandising in India, but the objectives shall be fully realised over the long-term," said Sid Shah, President, Wild East Group.

KKR's licensee - Freecultr for casual wear and apparel merchandising, offers a variety of fashion products including casual shoes, belts, hats and T-shirts. "KKR has a multi-level programme with sponsors, partners, and licensees. We are extremely careful to ensure that the trademark is exclusive across all three levels,"

Summing up, Shah, said, "Consumers want to experience popular icons in their day-to-day lives with a variety of licensed merchandise." ©



Did you know?

Product licensing:
Apparel, sports gear, toys, gifts and collectibles
Licensing agent: The Wild East Group