



VIRAT KOHLI

**"THE MAN AND THE BRAND"**

“

**"To become a good player, you need talent. To become a great player, you need an attitude like Kohli."**

*Sunil Gavaskar  
Indian Cricket Legend*

## Who's He?



**VIRAT KOHLI**

**AGE: 27**

**ACHIEVEMENTS:**

**Captain** - Indian Cricket Test Team

**Captain** - Royal Challengers Bangalore

**Vice Captain** - Indian Cricket team ODI's/T20's

**Why a cricket frenzied  
nation loves him?**

## Highest Rankings Across All Formats Of The Game



# RECORDS SMASHED

2nd Most  
Hundreds by  
an Indian  
Batsman

Fastest to  
1500 Runs  
in T20I

Fastest to  
25 hundreds  
in ODI's

Fastest to  
7000 runs  
in ODI's





## At the International level

ODI's	Test Matches	T20s
Runs: 7212	Runs: 2994	Runs: 1641
50's: 36	50's: 12	50's: 16
100's: 25	100's: 11	<i>Average: 58.28</i>
Top score: 183	<i>Average: 44.66</i>	<i>Strike rate: 135.80</i>
<i>Average: 51.51</i>	<i>Strike rate: 52.9</i>	
<i>Strike rate 90</i>		



# Indian Premier League - 2016



Captain Virat Kohli Is Rcb's Most Prolific  
Batsman

All Time **Leading Run Scorer, 973 Runs In Ipl-2016**

**Most No. Of Centuries** In One Season Of IPL -4 (2014)

**Most Sixes (38)** In IPL-6 (2016)

**Leading Scorer Of All Time (4110 Runs)**

**Most Number Of 50+ Scores In T20i, 16 Times**



# Awards



*Being awarded by the President of India*



**TOI-SPORTS AWARD  
CRICKETER OF THE YEAR 2015**



**POLLY UMRIGAR TROPHY- 2015**



**ARJUNA AWARAD 2013**



**GQ  
MAN OF THE YEAR 2013**



**CEAT INTERNATIONAL  
CRICKETER OF THE YEAR-2014**



**ICC ODI  
CRICKETER OF THE YEAR: 2012**



**T20 PLAYER OF THE YEAR**

## And We Thought There Won't Be Another Sachin Tendulkar



Player	Matches	Innings	Runs	Avg.	50's	100's	Highest Score
Virat Kohli	90	87	3886	51.81	21	13	183
Sachin Tendulkar	90	87	2673	33.41	21	3	115

# High Praise

"He is just an unbelievable batsman! No need to say anymore"

– Brian Lara



"Virat Kohli is the greatest batsman of the world"

- Sourav Ganguly



"Virat Kohli is a rare talent"

-Gary Kirsten



"Virat is the prince of Indian cricket"

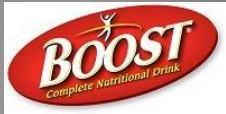
- Ian Chappel



**Virat Kohli has the potential to emerge as all-time great: Imran Khan**

IANIS | MAR 19, 2016 AT 08:20 PM IST

# Brand Endorsements







**3rd Most Marketable Athlete  
Globally above Novak Djokovic,  
Andy Murray, Roger Federer, Leo  
Messi, Cristiano Ronaldo  
- SportsPro Magazine- 2016**

**First Ever Indian Athlete to be  
featured on the cover**

The collage consists of seven magazine covers featuring Virat Kohli. The covers are arranged in two rows. The top row includes: 1. GQ India (March 2016) with 'The 50 Best Dressed Men in India NOW!'; 2. Forbes India (April 2016) with 'The Amitabh Bachchan Interview' and 'Virat Kohli: The Game Changer'; 3. GQ India (Summer 2016) with 'Virat Kohli Scores!'; 4. MFW (March 2016) with 'Virat Kohli: New Year, New Captain'. The bottom row includes: 5. MFW (March 2016) with 'Virat Kohli: The Game Changer'; 6. MFW (March 2016) with 'Virat Kohli: The Game Changer'; 7. MFW (March 2016) with 'Virat Kohli: The Game Changer'.





## In The News

### **Vinit Karnik** **Business Head, ESP**

"He has confidence, persona and personality to face the world. He is not shy of taking positions. In a way, he has qualities of Young India, so all the brands that would want to target young Indians, would definitely want to get him on board"

### **Sandeep Goyal,** **Chairman, Mogae Media**

"Virat has catapulted to No.1 leaving his captain MS Dhoni and all celebrities far behind "

### **Indranil Blah,** **CEO, CAA Kwan**

"India is a young country and most brands target the youth and as of today, there is no one from sports who reaches out to this target audience better than Virat Kohli

### **Gaurav Laghate** **ET Head**

"Man of the brand match: Virat Kohli is batting for sixes even when it comes to his brand partnerships"

## **A Rage On Social Media**



**30.5 Million**



**11.3 Million**



**5.4 Million**



- From 2 Million to 30 Million in 1.5 Years
- Most Followed Indian Celebrity on Social Media after Narendra Modi, PM of India
- Most Mentioned Player #WT20 Across Social Media



## Always Trending

### Virat Kohli bromances with star footballer over Twitter

German midfielder Toni Kroos thanked Virat Kohli for supporting his team at the Euro and gifted the Indian batsman a signed jersey.



Economic Times, May 2016

### Virat Kohli Twitter exchange was great show of respect, says Harry Kane as Tottenham star issues rallying call to England T20 side: 'Enjoy it and bring home the trophy'

- Harry Kane tweeted appreciation of Virat Kohli's innings against Australia
- India star responded by congratulating [Tottenham](#) striker on England goal
- Kane says the exchange was great show of respect from fellow sportsman



Virat Kohli is some player! In the high pressure situations shows what type of player you are and he does it time and time again! [#IndvsAus](#)

RETWEETS 10,883 LIKES 11,689



Thank You so much [@HKane](#). Loved your goal against Germany. Good Luck with your PL chase! 😊



## Most followed Cricketer on Instagram Globally



virat.kohli 

Following 

Virat Kohli Carpediem!!

195 posts   5.3m followers   39 following



“

# A Sportsman With An Acumen For Business



VIRAT KOHLI





# **WROGN**

**Co-Owned By Virat**

**Breakaway Youth Fashion**

**Launched in November  
2014**

**Fastest growing brand  
with a Sell Through over  
82%**

**Highest Selling Brand in  
it's year of inception**



CHISEL

# CHISEL

**Co-Owned By Virat**

**Lifestyle Fitness Centers**

**To launch 100 Centres  
across India in the next 3  
years**

#Neverstop



**MUVE**ACOUSTICS™  
SOUND THAT INSPIRES

EVOKE  
IGNITE  
IMPULSE  
DRIVE



# MUVE

**Co-Owned By Virat Kohli,  
to be launched in  
September.**

**While the initial rendition  
will cover earphones and  
headphones, it will further  
be expanded to the entire  
audio range.**

**The headphones are  
lightweight, powerfully  
engineered, sleek and of  
high quality.**



**WELCOME TO**  
**SPORT CONVO**

# **SPORT CONVO**

**Co- Owned by Virat Kohli**

**Sport Convo is a web based  
social networking site  
exclusively for sports  
enthusiasts**

**A Digital Sports Magazine  
with curated content**





# VIRAT FAN BOX

## Virat's licensed Cell Phones

**The Fanbox includes a Moto G turbo phone + exclusive merchandise & offers from Virat's existing brands**

**Virat's App with exclusive content from Virat himself**



**Virat's Website which allows him connect with Fans and keep them updated with his stats**

**Also a chat forum enabled website**



## ANIMATION & GAMING



He is the first Indian Cricketer to have forayed into Gaming & Animation



## SPORTS LEAGUES

To effectively promote and develop sports from the grass root levels



Co-Owner,  
FC GOA, Indian Super League, Soccer



Co-Owner,  
UAE Royals, Indian Premier Tennis League

## VIRAT KOHLI FOUNDATION

To empower underprivileged children & strive for their betterment



### Celebrity Clasico 2016

A charity football match where celebrities across India took part in a Football Match to raise funds for the Foundation Activities



### Charity Gala Dinner 2016

A gala dinner For Virat Kohli Foundation where memorabilia from athletes was auctioned to raise funds for the education of children

## IN A NUTSHELL

Empowering Youth

Fittest Athlete in India

Dedicated

Leader

Dependable

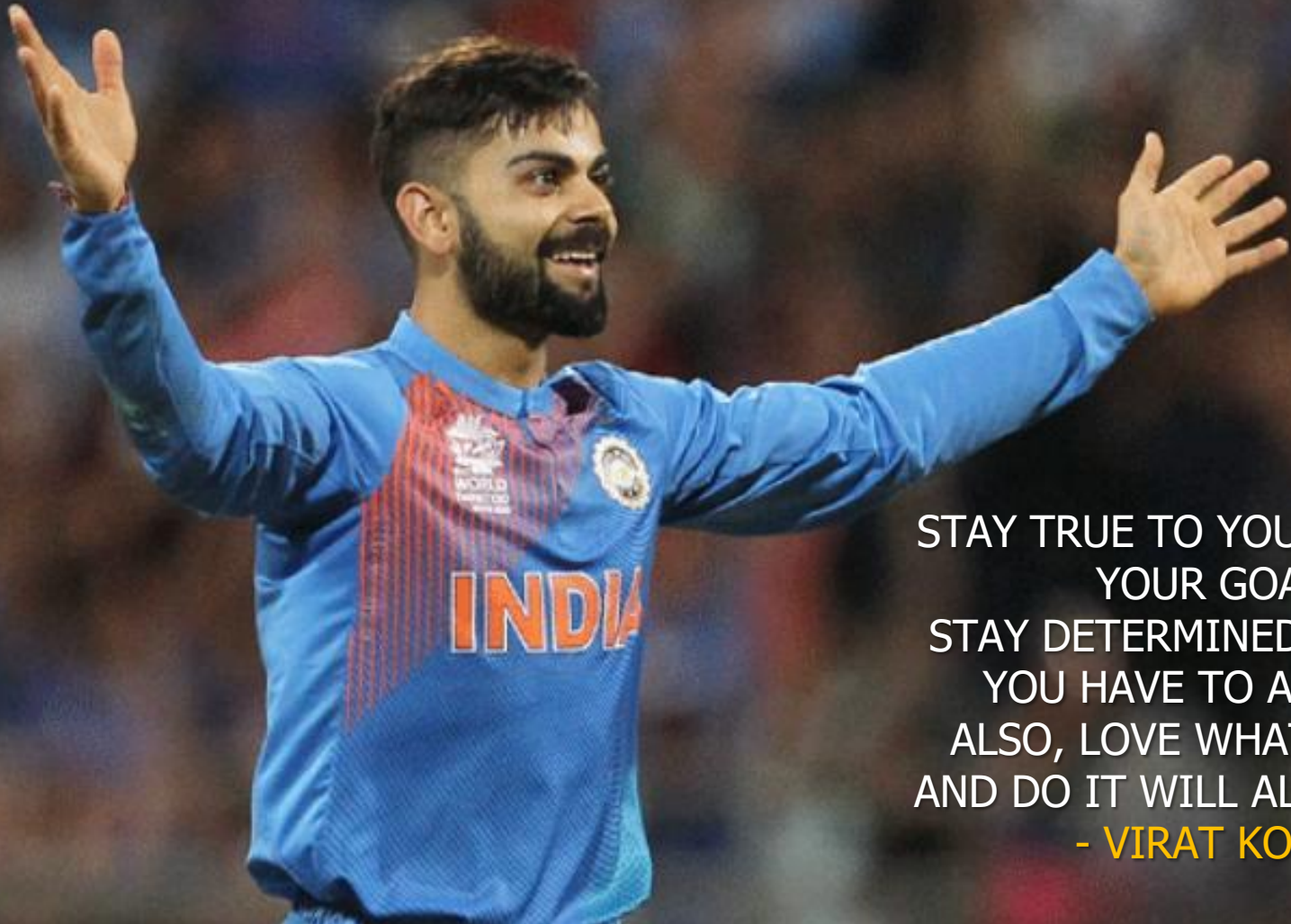
Well Spoken

Trendsetter

Hard Working







STAY TRUE TO YOURSELF AND  
YOUR GOAL.  
STAY DETERMINED TO WHAT  
YOU HAVE TO ACHIEVE.  
ALSO, LOVE WHAT YOU DO  
AND DO IT WITH ALL HONESTY  
- VIRAT KOHLI