

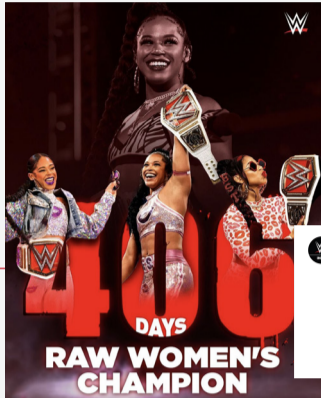


INDIA

The continued success

This case study delves into the success story of WWE in the Indian market, highlighting the strategies and factors that contributed to its widespread awareness and popularity.

Consistent content output



Daily content created in local language (Hindi) on WWE India social media channels

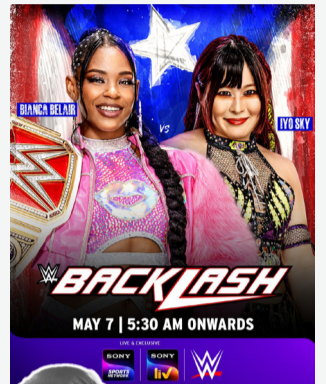
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Access available to all events

Broadcasting and live streaming all major pay-per-view events

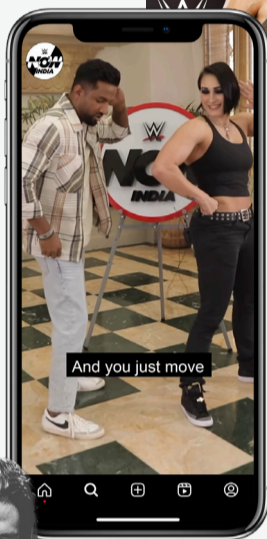
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Host interaction

Regular interaction and engagement between WWE superstars, the host, and the audience on the show

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Star cross-over

Involving superstars in other shows like IPL pre-show or Indian Idol during the India tour

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Dedicated host

Having a dedicated host for the weekly show

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Regional commentary

Introducing Hindi, Tamil, and Telugu commentary during broadcasts

Promoting Indian talent

Regular repeat telecasts of the shows. Providing regular coverage of Indian talents in WWE

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Harnessing Indian talent

Increased recruitment of talent from India

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Star messages

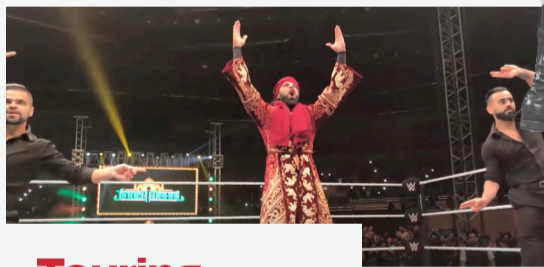
Special messages and festival wishes from superstars

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Touring

Organising promotional tours of WWE superstars and other main events in India

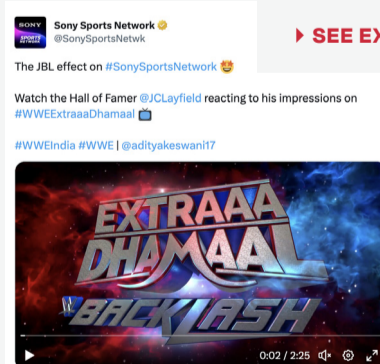
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External promotion

Regular promotions from broadcasters to promote WWE

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Areas for improvement...

- 1 Live events in India are not frequent, with the last event being held in 2017.
- 2 Video content from live shows is not shared on Twitter, although it is covered on Instagram channels.
- 3 There have been occasional instances of backlash regarding WWE's treatment of Indian superstars.