

Jio Leverages 5G for Innovative IPL 2023 AR Experiences



OBJECTIVE

Jio aimed to increase its subscriber base by offering innovative augmented reality (AR) experiences for Indian Premier League (IPL) 2023, leveraging its high-speed 5G network.



SOLUTION

Jio provided immersive AR features for cricket fans and sports enthusiasts to highlight 5G capabilities and attract new subscribers.



KEY AR EXPERIENCES

- AR Kit-Room - Try on helmets, face paint, interact with players through AR
- AR Squad Selfie - Fans take selfies and interact with favorite teams



RESULTS

- **2.2M** users engaged with Jio's IPL 2023 AR experience
- **36%** returning users
- **47K+** new non-Jio subscriber numbers acquired
- Drew large number of new subscribers

Jio leveraged 5G connectivity to deliver innovative AR experiences for IPL 2023, attracting a significant number of new subscribers and demonstrating the potential of 5G technology. The immersive digital fan engagement helped Jio achieve its goal of subscriber growth.