



**CHIRP**

CASE HOUSE OF IIM RAIPUR

CASE | 10 MINUTES READ | 11 PAGES

# Hey MakeMyTrip! This isn't in Cricketing Spirit

ARCHANA PARASHAR<sup>1</sup> | SANJEEV PRASHAR<sup>2</sup> | MUKESH KUMAR<sup>3</sup>

<sup>1</sup> Humanities and Liberal Arts Area, Indian Institute of Management Raipur, India

<sup>2</sup> Marketing Area, Indian Institute of Management Raipur, India

<sup>3</sup> Communications Area, Indian Institute of Management Amritsar, India

---

This case is solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a managerial situation. The authors may have disguised certain names and other identifying information to protect confidentiality. This publication may not be transmitted, photocopied, digitized, or otherwise reproduced in any form or by any means without the permission of the copyright holder.

Copyright © 2023, Indian Institute of Management Raipur, Version: Version: 2024-March-05

---

## Synopsis

India and Pakistan's cricket rivalry stems from historical, political, and cultural conflicts between the two countries. Matches between the two teams are highly anticipated and elicit strong emotions on both sides, driven by patriotic passion and national pride. The contests frequently go beyond the sport itself, representing a wider struggle for domination and supremacy between the two nations. Against this backdrop, when India's leading travel company, MakeMyTrip, posted an advertisement in The Times of India, Ahmedabad Edition, announcing a discount offer for Pakistani fans desiring to travel to Ahmedabad, the city hosting one of the matches during ICC ODI World Cup 2023. Pivoted around the number of runs the Pakistan team lost by, the campaign created uproar across social media. As per the advertisement, Pakistani fans were offered a discount of up to fifty per cent on their stay if the Babar Azam-led Pakistan team lost to India on October 14, 2023.

For being insensitive, tone-deaf and distasteful, the travel giant MakeMyTrip drew severe backlash for this advertisement. Contrary to the requisite projection of hospitality and camaraderie, the derogatory coupon codes in the advertisement added fuel to the fire. The

This sneak peek document is authorized for free use and download. To order copies of the full case and teaching note, contact Case House of IIM Raipur, Indian Institute of Management, Raipur, Chhattisgarh, India- 493661, [www.casehouse.iimraipur.edu.in](http://www.casehouse.iimraipur.edu.in)

controversy erupted by the humorous post sparked negative responses on social media, with cricket fans and the public at large criticizing the company for this fiasco that was supposed to be a highly anticipated sporting event.

With this backdrop, the case attempts to help students explore perspectives of organizational reputation, image restoration and crisis communication. The case deliberates the ramifications of public outrage emanating from a 'humorous post that went wrong' on companies' reputations. This case incident is endeavoured to facilitate the learners in comprehending the challenges associated with such a social media disaster the requisite strategies available to public relations managers (PR) for containing such upheaval.

Keywords: Organizational reputation, image restoration, crisis communication, PR messages

---

#### RELATED PRODUCTS

- 1) *Teaching Note*: Product Number- CHIRP-26800-TN