

## My11Circle launches new ad campaign featuring cricketing Legends & Stars in a 'GIANT' Avatar!

*Games24x7's fantasy platform aims to engage with the cricket lovers through its latest TV & digital commercials*

**India, March 22nd, 2022:** Games24x7, India's leading online skill gaming company, today unveiled its new campaign for its fantasy platform My11Circle featuring cricket icons like Sourav Ganguly and VVS Laxman and young talent Shubman Gill and Ruturaj Gaikwad.

The campaign titled "India ka Sabse Bada 1st Prize" creates witty scenarios to demonstrate how every prize will look smaller in front of the humongous reward offered on My11Circle platform. The cricketing stars will be literally seen in larger-than-life avatars. The campaign will go live on Start Sports and Hotstar along with digital roll outs on Instagram, YouTube and Facebook.

**Speaking on the launch of the campaign, Saroj Panigrahi, Vice President, My11Circle said,** "My11Circle has emerged to be one of the top fantasy sports platforms in India witnessing 100 percent growth in user base last year. This is a testimony of our commitment to provide intuitive and personalised gaming experience to the players and rewarding their skill and passion for the game."

**He further added,** "As we are nearing the IPL'22 edition, we are very excited to launch our new ad campaign featuring a mix of legendary and young cricketing talent. Through such initiatives, we hope to boost our engagement with cricket fans in India and harness the potential of fantasy sports in the country."

Since its inception in 2019, My11Circle has witnessed a tremendous growth backed by its focus on democratizing the fantasy sports ecosystem. The company has constantly innovated as per the changing consumer trends and offers an unparalleled gaming experience for all cricketing fans.

Recently, My11Circle on-boarded ace-batsmen Shubman Gill and Ruturaj Gaikwad to join the family of My11Circle brand ambassadors – Sourav Ganguly, VVS Laxman, Mohammed Siraj.

Games24x7, offers the best fantasy games like cricket, hockey, football, kabaddi and others which are just a tap away. My11Circle, a part of Games24x7, is a flagship fantasy cricket league where each player can make a team of 11 players. As the game starts, the users get points for the fantasy teams they have selected based on their performance in the real match. The points are given based on runs, wickets and catches, among others.

Last year, to further strengthen the fantasy sports ecosystem, Games24x7 made a strategic investment in CricHeroes, a digital player-focused platform targeted at the grassroots cricket level.

**About Games24x7:**

Games24x7 is an India headquartered online gaming company with a portfolio that spans skill games (RummyCircle, My11Circle, Carrom) and casual games (U Games). It was founded by New York University trained economists Bhavin Pandya and Trivikraman Thampy in 2006. Backed by marquee investors including Tiger Global and The Raine Group, the company specializes in using behavioural science, technology, and artificial intelligence to provide awesome game playing experiences across all its platforms. Games24x7 operates RummyCircle, the largest online rummy platform in India, and My11Circle, one of the country's top fantasy sports platforms. The company has also set up a casual games' studio, U Games, to launch new games for the global market.