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IPL

March'23

## IPL Report- 2023

**redseer**

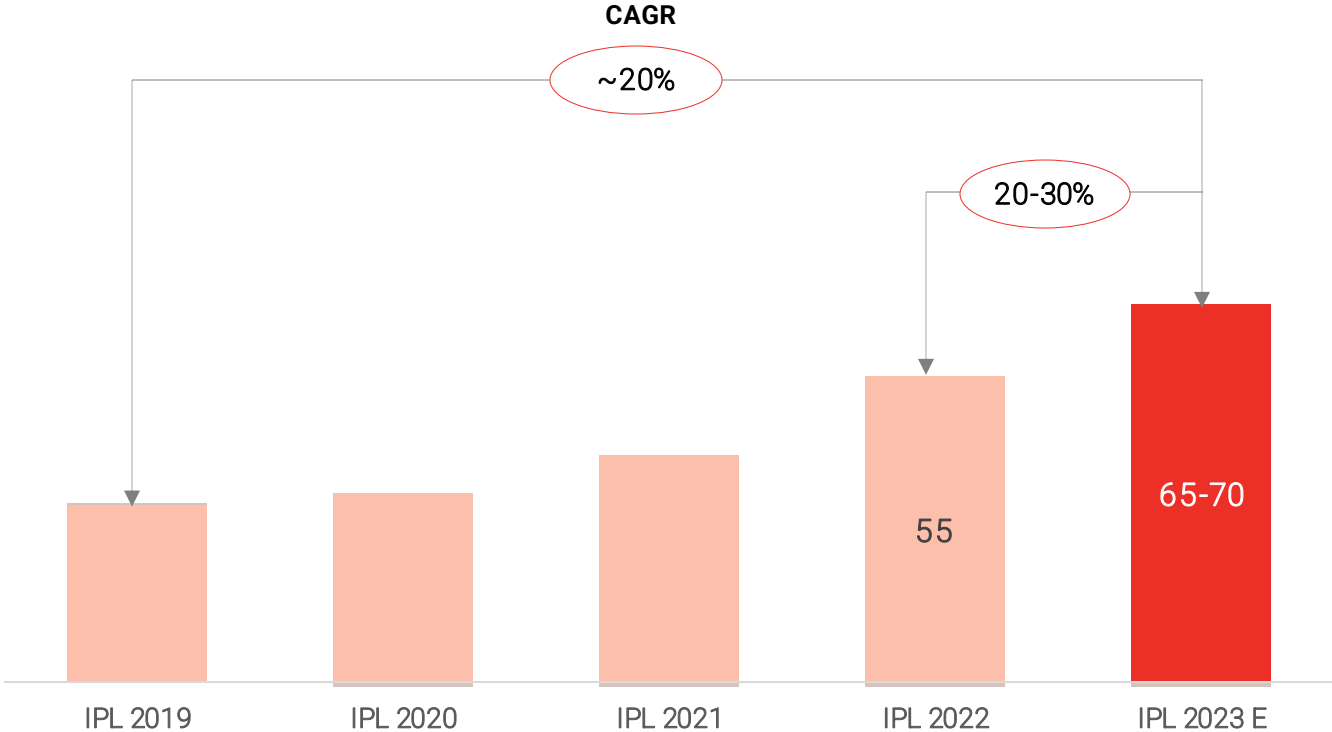
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Pre-IPL Report

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# 65-70 Mn (6.5-7 Cr) users are expected to transact on fantasy gaming platforms in IPL 23

Transacting Users  
In Million, IPL'19 – IPL'23 E

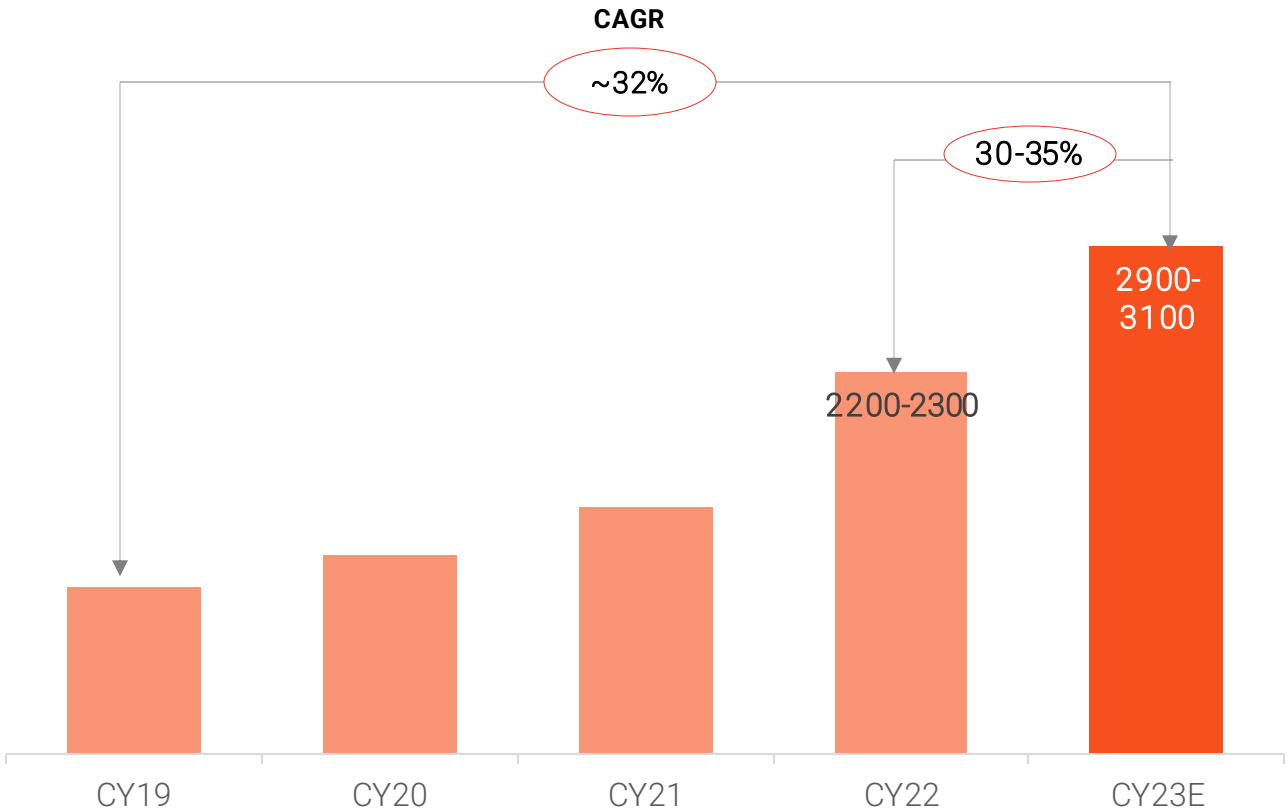


Note: Transacting Users are, the number of active cash users making transactions during IPL Days

Source(s): RedSeer IP, RedSeer Analysis

# Fantasy sports platforms cumulatively expected to make INR 2900-3100 Cr revenue during IPL season in 2023

Fantasy Sports Market Size in IPL- Gross Gaming Revenue  
In INR Cr, CY19 – CY23E

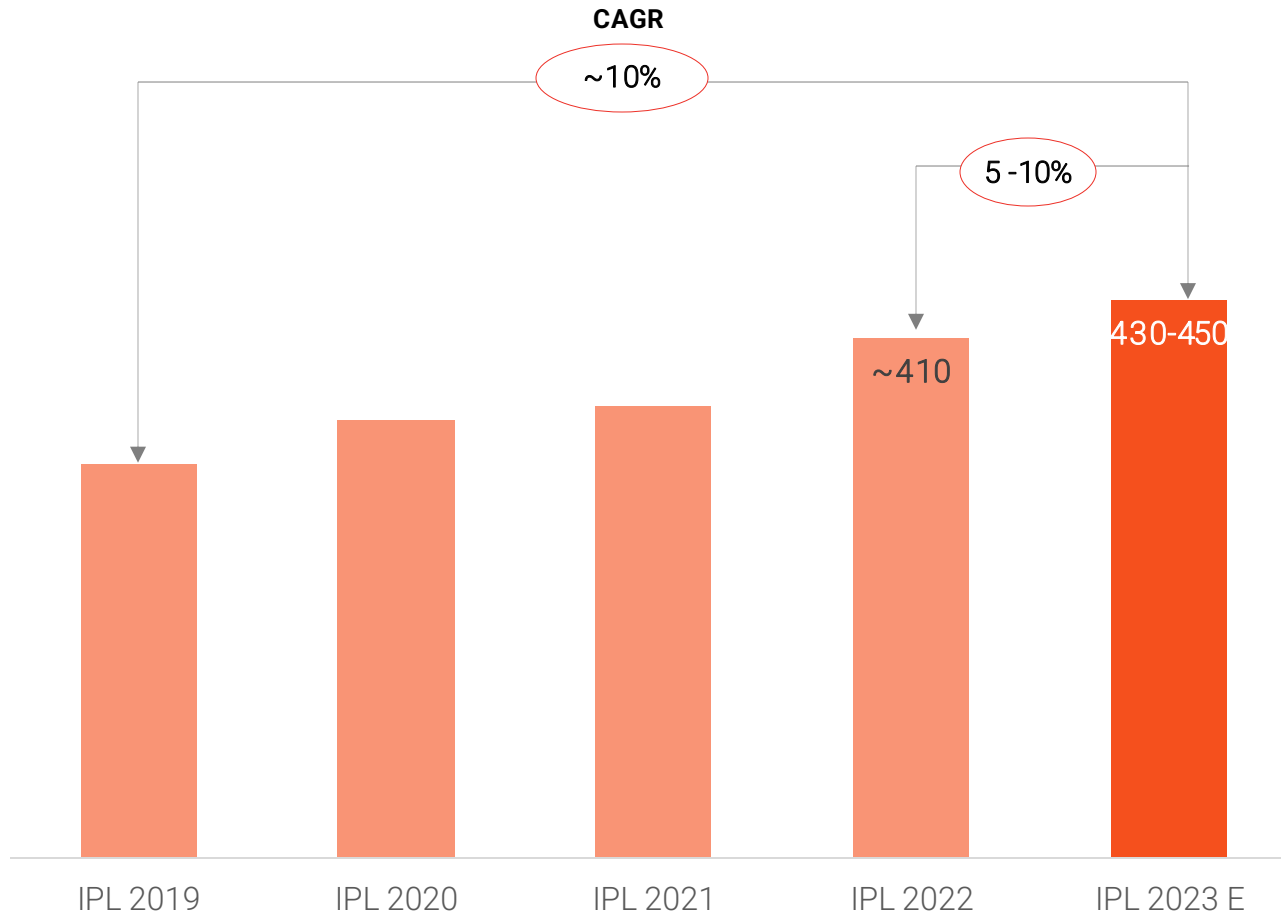


Note: Market Size is considered as Gross Gaming Revenue (GGR)  
Gross Gaming Revenue is the commission the platforms earn from the commission charged (pre-GST and pre-Cashback /bonus etc.) .

Source(s): RedSeer IP, RedSeer Analysis

# Average revenue per user is expected to grow by 5-10% from to ~ INR 430-450 during IPL in 2023

Average Revenue Per User  
INR, IPL'19 – IPL'23 E



Note: Average revenue per use is the gross revenue generated by fantasy sports platforms from a user during the IPL period

Source(s): RedSeer IP, RedSeer Analysis



# Thank You

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