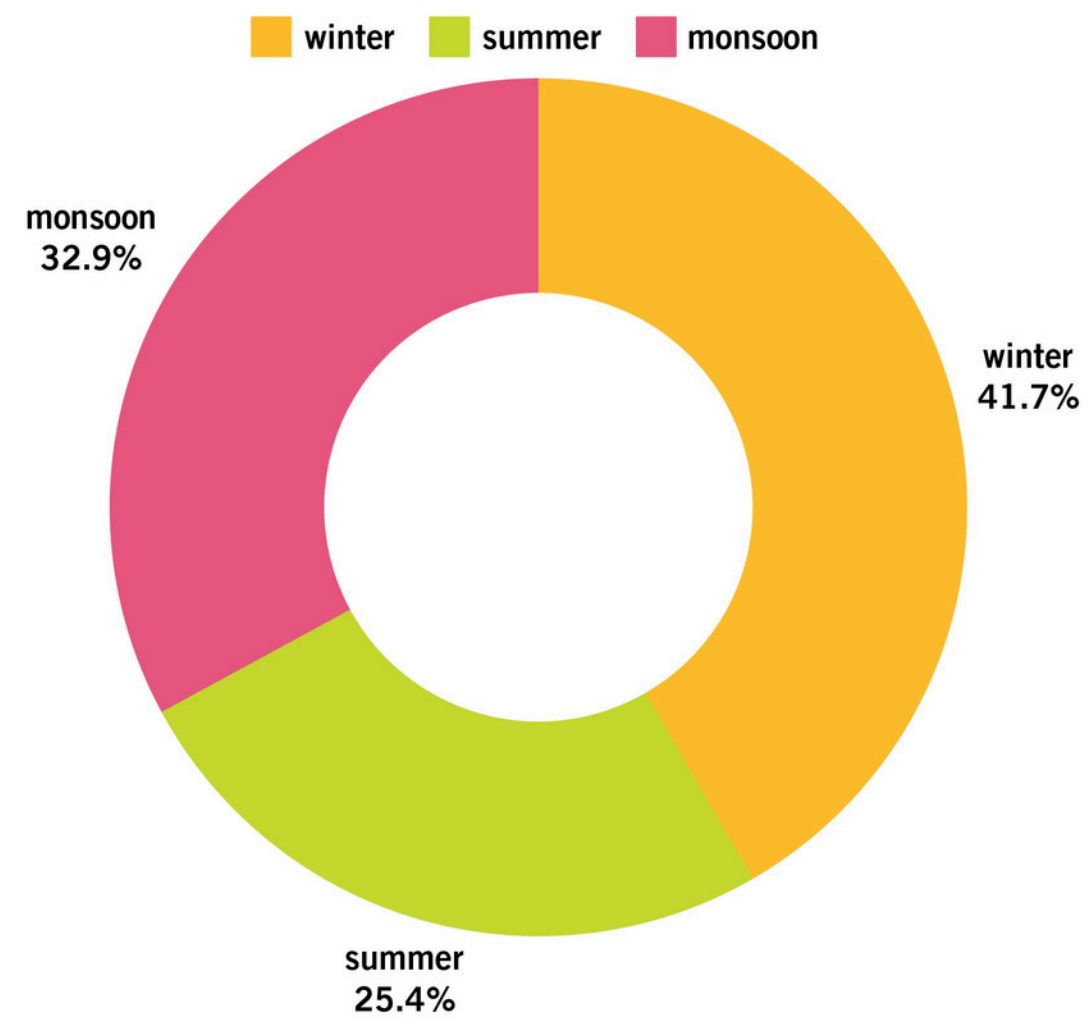
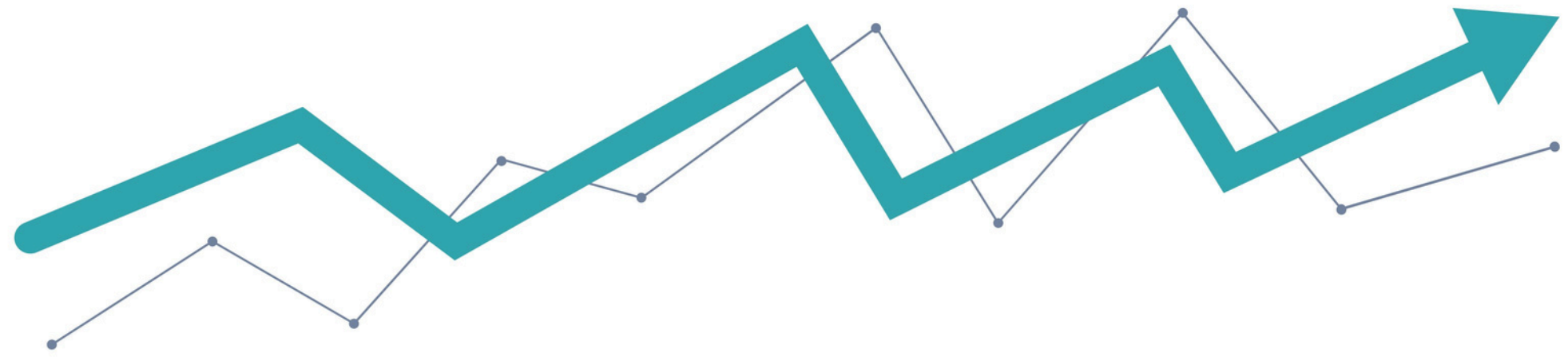
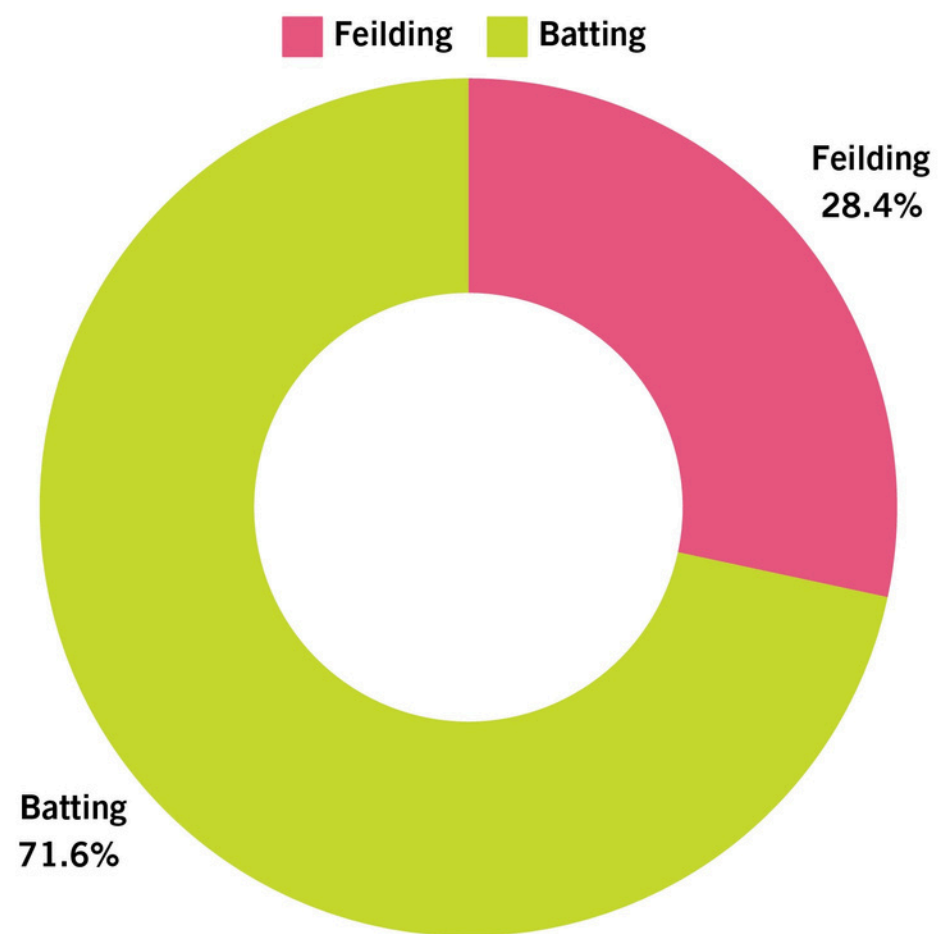


The Growing Market For Gully Cricket In Tamil Nadu



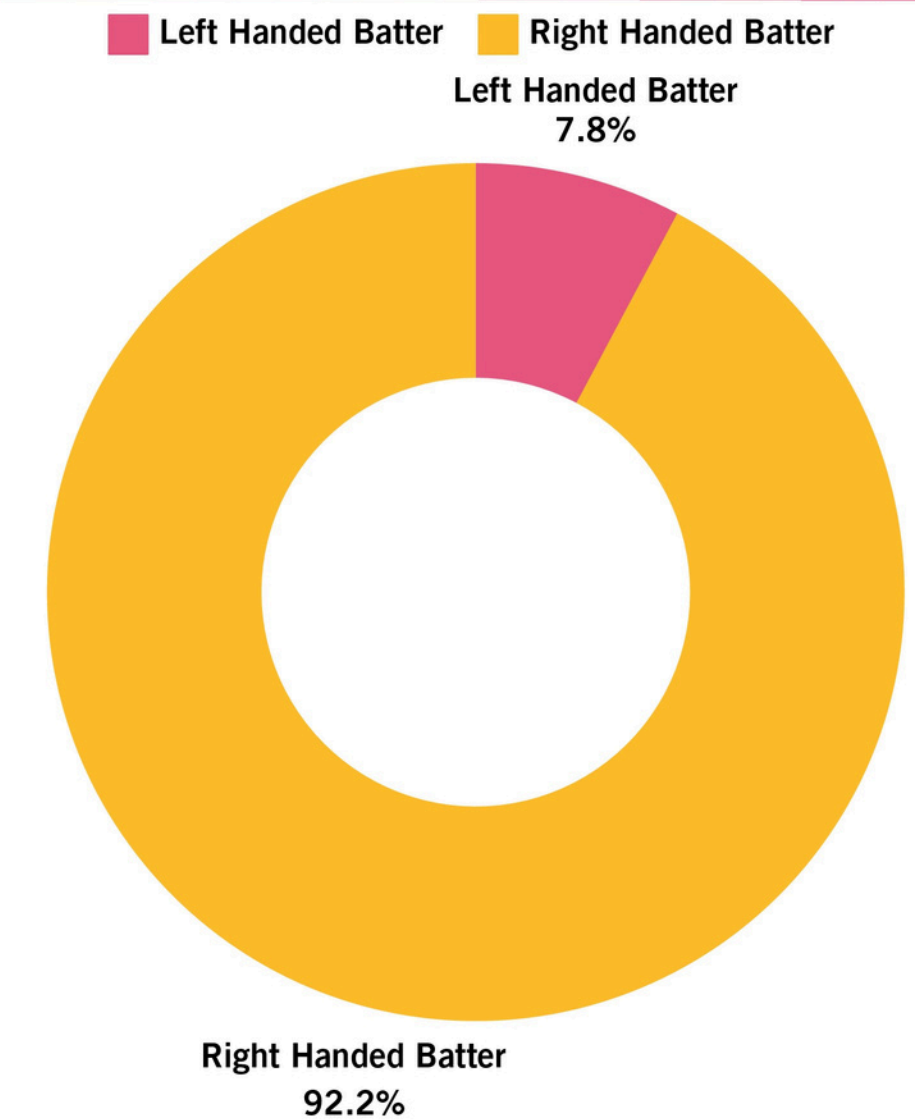
Tamil Nadu played

- 41.95% of matches in winter (Nov-Feb)
- 25.67% in summer (Mar-Jun),
- 32.38% during the monsoon (Jul-Oct)



Tamil Nadu ranks high in batting among others states with

- 70.39 in batting and
- 27.8 in fielding only



Tamil Nadu uses

- 92.21 right handed batters
- 7.79 left handed batters

Total Cricket Market Landscape



- Revenue in the Cricket market is projected to reach US\$2.38bn in 2025.
- Revenue is expected to show an annual growth rate (CAGR 2025-2029) of 2.92%, resulting in a projected market volume of US\$2.67bn by 2029.
- Most revenue will be generated in India (US\$2,382.00m in 2025) as compare globally.
- The average revenue per user (ARPU) in the Cricket market is projected to amount to US\$48.92 in 2025.
- In the Cricket market, the number of users is expected to amount to 52.5m users by 2029.
- User penetration in the Cricket market will be at 3.4% in 2025.

