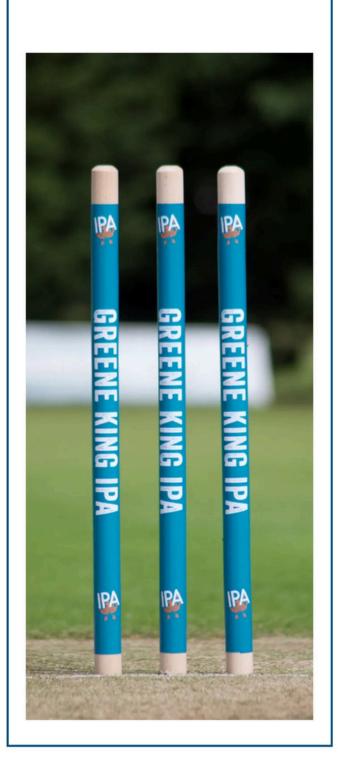
# The Road To Growth





1000+

**Players Registered** 



100+

Local matches in schools and colleges



8
Team Franchise

- Idea Validation
- Company Registration- Dec 2024
- Conduct small matches
- Players Registration
- Platform Architecture& design
- BETA launch & Testing
- Tournament Marketing & Promotion
- App Development
- OTT Platform Launch
- 8 teams

Phase 1	(2024-2025)

- Collaborate with more Sponsors
- Software develop & Launch
- Identify more Gully Talents
- 10 teams
- 200+ Street Clubs
- 50 million viewership
- Tie-up with Govt. Schools, provide
   Mid-day meals & free coaching to all genders
- Digital Marketing

Phase2	(2025-2026)

- Optimize Software & Application
- 12 Teams
- 500+ Street Clubs
- 100 million viewership
- Tie-up with Govt. Colleges, provide free coaching to all genders
- Revenue Surpassed
- Business Expansion
- Tie-up with more
- Franchise & Sponsors

Phase 3	(2026-2027)

## Routes To The Market



# Digital Marketing

(SEO, PR, Email and Phone Call Campaigns, Blogs, etc.)



### Offline & Print Media

(Live Programs at Mall, Newspaper Magazines, Word of Mouth, Free Coaching to all Genders)





#### Media Marketing

(Influencer marketing, Social media like Facebook, Insta & YouTube for promotions & content creation)







# STRATEGIC DISTRIBUTION



### Tie-ups with

Sponsors, Govt.
Colleges & Schools
Cricket Platforms &
Cricketing Bodies

# OFFER PROMOTION



Free Premium OTT- Platform

