



FOUNDERS

► Harsh Jain

- CEO & Co-Founder of Dream11
- A graduate of the University of Pennsylvania
- Done MBA from Columbia Business School
- Launched Red Digital (a Social Media Agency)
- Currently he is also the President of the Federation of Indian Fantasy Sports

► Bhavit Sheth

- COO & Co-Founder of Dream11.
- An Engineer with an MBA from Bentley University (Boston)
- Co-founder of Red Digital along with Harsh.

WEBSITE

 www.dream11.com



DREAM 11



"Team Hai Toh Mazaa Hai"

ABOUT

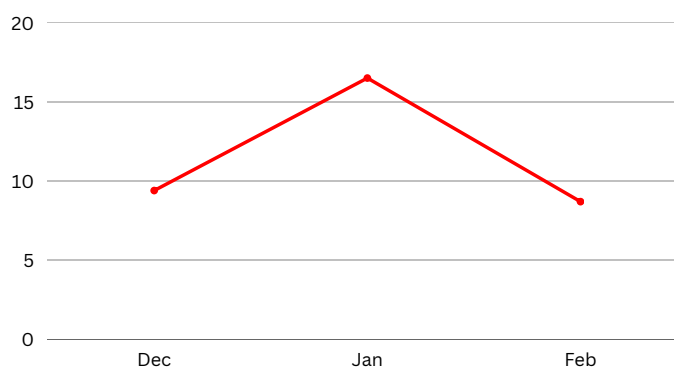
- Dream11 was founded in 2008.
- It is an app that allows its users to create imaginary teams.
- The USP is that the users can earn cash based on the actual match performance of the selected players on their teams.
- It has registered 100 million users in 2020 and 140 million in 2021.
- The App had only 2 million registered users in 2016 and currently, it has over 13 million users.
- It lets the users to choose from a variety of sports like Cricket, Football, Kabaddi, Basketball, Hockey.

ANALYTICS

• Website Ranking:

- Global Rank: 6722
- Country Rank: 482
- Category Rank (Gambling): 10

• Traffic Overview:



Source: similarweb.com

THE ONLINE GAMING INDUSTRY

- India currently ranks among the top five countries in the world for online and mobile gaming
- The Online gaming market is expected to grow at a CAGR of 21% between FY21 and FY25.
- Fantasy sports and gaming industry in India is expected to be valued at \$3.7 bn by 2024 growing at a CAGR of 32%.
- The mobile gaming sector, on another hand, is also growing at 35% CAGR and is already a \$6.5 bn market.

SUCCESS STORY

- Dream11 was founded back in 2008.
- The emergence of Indian Premier League was ideal for fantasy sports industry to boom in India.
- In 2012, they launched their first freemium service
- The company reported around 75 million users before the pandemic broke out.
- The company registered 100 million users in 2020.
- In April 2019, Dream11 became the first Indian Gaming company to enter the unicorn club.

MISSION AND VISION

Dream Sports' co-founder and CEO Harsh Jain Says,

"Our vision and mission is to create an entrepreneurial virtuous cycle of investment, innovation and wealth creation for all stakeholders in the sports ecosystem, from fans to athletes, teams, and leagues,"

BUSINESS MODEL

Their business model depends on 2 types of revenue

- They take entry-level fees from the participants to play in paid contests and
- When the participants win the respective contests, they charge 15-20% of the total prize money.
- Dream11 was the first app in India to launch a private fantasy gaming app
- It gives the option for users to play in free, paid, and private contests.
- The primary target audience of Dream11 is sports lovers aged between 20-35.

REVENUE GROWTH

- Currently, It is estimated to be \$8 Billion worth after 4th round of funding worth \$840 million.
- It claims to have grown at a CAGR of 230% in the last three years.
- For the first 1 million users it took almost 3 years.
- To reach 3 million users it took less than 2 months.

MARKETING

- They are the Official Fantasy Partner of the Hero Caribbean Premier League, Hero Indian Super League, and the National Basketball Association of the United States of America (NBA)
- In 2018, Dream11 made partnerships with the International Cricket Council (ICC), the Pro Kabaddi League (PKL), the International Hockey Federation (FIH), the World Basketball League (WBBL), and the British Basketball League (BBL).
- Dream11 also onboarded TikToker, Khaby Lame, a trending social media influencer, as their new advertisement partner.