

CricketForIndia (CFI) achieves an unparalleled valuation of \$577 million

Welcomes Rajiv Hiranandani as Senior Advisor for Asia-Pacific Region

Mumbai, Maharashtra Jan 24, 2024 ([Issuewire.com](https://www.issuewire.com)) - CricketForIndia (CFI), the leading global online cricket platform, is pleased to collaborate with Rajiv Hiranandani as its Asia-Pacific Advisor.

Rajiv's inclusion to the advisory board comes at a time when CFI has achieved an impressive valuation of \$577 million, emphasizing its unparalleled impact within the cricketing world.

"We are excited to welcome Rajiv Hiranandani to the CricketForIndia family as our Asia-Pacific Advisor. His deep understanding of the cricketing landscape in the region and his passion for the sport align perfectly with our mission to provide a unique and engaging cricketing experience." said Ritika Hiranandani, Co-founder of CricketForIndia (CFI).

As the platform continues its global expansion, including the recent foray into the United States with Cricket for USA, the addition of Rajiv Hiranandani to the advisory board positions CFI as a pioneering force shaping the future and success of the cricketing world.

"I am thrilled to join CricketForIndia (CFI) as the Asia-Pacific Advisor during such a pivotal moment in its journey. The platform's innovative approach and unwavering commitment to delivering an unparalleled cricketing experience align seamlessly with my passion for the sport. I look forward to contributing my insights to foster CFI's growth in the Asia-Pacific region and working together to elevate the cricketing experience for fans across the globe." said Rajiv Hiranandani

About CricketForIndia (CFI)

CricketForIndia (CFI) is a premier online cricket platform dedicated to delivering an innovative and fan-centric cricket experience. With a dynamic online community and strategic initiatives, CFI remains at the forefront of shaping the future landscape of cricket fandom.

CricketForIndia (CFI) has recently been valued at \$577 million based on a recent study conducted by researchers using Google Search Engine data and AI experts. The study, which analyzed fan value, earned media value, and brand affinity, determined that Cricket for India's 3.5 million Facebook fans are worth an average of \$136.38 each. This, combined with the platform's ability to generate \$22.93 in earned media value per fan, results in a total value of over half a billion dollars. The cricket market value is worth \$50 billion and is expected to grow to over \$75 billion by 2027.

CricketForIndia's commitment to innovation, AI-powered cricket coaching content, and fan-driven initiatives position it as a premier platform shaping the future of cricket fandom on a global scale.

Ref.: Valuation: \$577 Million

<https://sl.bing.net/ibj4fwH5YZw>

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Source : CFI

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