**Dream11 is the new title sponsor for IPL with an average bid of INR 234 crores a year.**

Dream11 came up with a new sponsorship with a winning bid of three years to grasp the IPL titles.Dream11 is an Indian startup and is a platform for Fantasy Sports that made a bid for 3 years that is subject to the return of Vivo in the next year.

Vivo India is the sponsor who created this exciting space 2 weeks ago. And if Vivo India returns by the next year in this sector, then dream11 will have to leave its place, but the startup of Fantasy Sports will continue holding this title till 2022 editions if they do not return as the sponsors of titles again.

Dream11’s winning bid is divided as 222 crore Rupees for 1st year, 240 crore Rupees for the second year, and 240 crore Rupees for the third year again, and this makes the average bid to 234 crore Rupees per year.

Tata sons also exhibited an interest in IPL title rights but have yet confirmed coming to the bidding table, and the startup for E-Learning that is Unacademy and Byju’s could not win the bidding too.

Tata sons, however, were looking to make a rich amount for the bidding but had some conditions. Their primary objective was that they wanted to block different brands under the single group, that is, three categories distribution with this sponsorship, whereas BCCI maintained the space and ensure that it would only invite a single brand activity. There was only one category that could be blocked and that is what was not in the favor of Tata sons as stated by several sources.

Several of the Indian Sports are their receiving investments from the Chinese investors, and cricket is one of those which has been a point of controversy across the whole of the nation. Dream11 is an Indian startup having only one Chinese investor and thus it could be negligible too, and this solves the controversy as stated by BCCI.

With this digital platform coming in the sector of cricket title sponsors, BCCI views this as an opportunity to enhance the engagement of IPL fans that has somewhat been stuck in the past months due to the COVID-19 pandemic.

Vivo was paying a much higher amount to BCCI and 230 crore bid of Dream11 is just 51% of that; however, this is also a decent amount in such a market condition during the crisis and pandemic. And thus, the board decides to bring Unacademy and Cred as two more official partners in the table to add INR 80 crore more to the capital.

Thus, overall BCCI is going to make a handsome capital of rupees 300 crores.