**Harsha Bhogle, a prodigy, comes up as Investor + Ambassador for Fantasy Akhada!**

Harsha Bhogle is among the popular Journalists and Cricket commentators in India. He is a prodigy in the sector and now emerged as another role player for Fantasy Akhada. As unveiled by the sources, Harsha Bhogle is joining hands with Fantasy Akhada, being the fantasy sports platform’s Investor as well as the Ambassador.

Fantasy Akhada is the latest entry in the fantasy sports industry and was set up recently in January 2020. With the ending of the Lockdown period and the reinstating of the Sports and esports sector, Fantasy Akhada acquired a giant user base. With time, it emerged as a successful unicorn, claiming approximately 1 lakh+ global customers and immense monthly growth of almost 100%.

The amount invested by Harsha Bhogle on Fantasy Akhada is not yet disclosed. Only the decision of the investment and the commentator remaining the startup’s face for the coming two years have been revealed.

Founder of Fantasy Akhada, Amit Purohit added with the announcement that

"This is a long-term partnership wherein apart from being the face of the brand, he will also guide us in this journey thanks to his vast experience and in-depth knowledge in the world of sports, especially Cricket. We are also very sure that his understanding of fan behavior/preferences and strong business background will help us in planning the next phase of growth for our startup”

Harsha Bhogle excitedly commented that:

"I have always been interested in fantasy sport because it allows fans to test their wits against others and allow them to be more involved. Fantasy Akhada is an initiative of hard-core sports lovers who understand the fan and fantasy sport and I enjoy seeing young, driven people trying to move ahead. I am hoping Fantasy Akhada will become a platform where fans can congregate and enjoy playing fantasy sport."

 The recent deal between harsh Bhogle and Fantasy Akhada is not the first one of its kind. Other cricket commentators like Aakash Chopra and Matthew Hayden too joined hands with Nextwave Multimedia, another gaming firm, for the exclusive commentaries on the WCC game’s third edition.