**Paytm ropes in Sachin Tendulkar as a brand ambassador**

Paytm First Games is an extended gaming unit of Paytm and is also a joint venture amid the Paytm and the AB Tech of Alibaba. Recently, Paytm First Games roped the former super cricketer of India, Sachin Tendulkar as a brand ambassador. Furthermore, the company aims at spending about 300 crore INR in marketing; and of the total, around 50% will be spent in the T20 leagues starting from 19th September 2020.

Additionally, Paytm First Games also targets reaching around 100 million users during IPL, the most followed Indian cricket event. As of now, the branch already acquires 80 million users and their interests.

Currently, mobile games seek higher audiences and user base, and Tendulkar joining Paytm First Games at such a scenario might turn out as a successful trend for the branch amid the Covid-19 pandemic. By the end of December 2020, Paytm First Games revealed having around 5-6 million users registered with them, and that presently rose to 20-25 million global users. The COO of the company, Sudhanshu Gupta, unveiled the statistics.

Apart from Paytm, other top gaming platforms also extends their reach, signing the top cricketers as the ambassadors. Dream11 also is a leading platform for online fantasy games, and it ropes in MS Dhoni and Rohit Sharma for promoting and representing the company, and Sourav Ganguly also is My 11 Circle’s brand ambassador. Amid the pandemic, these fantasy gaming platforms bets higher amounts in IPL, Dream 11 closed the financing on Monday for around 225 million USD and became the title sponsor for 2020’s IPL.

Recently, Indiatech, a startup think-tank, unveiled with its reports that fantasy games’ 80% of Indian users prefer playing for free, and the rest prefers pay-to-play mechanics.

Furthermore, Sudhanshu Gupta Paytm’s COO specified: “With Sachin as a brand ambassador, we wish to inspire mobile gaming enthusiasts to experience fantasy sports which are about tactics, strategic planning, and research.”