**Paytm First Games announced as the new sponsors for a CPL team**

Paytm First Games signed a deal-seeking Jamaica Tawallahs’ one team’s sponsorship rights in the Caribbean Premier League (CPL).

Paytm First Games is an initiative of Paytm that offers real money gaming events and tournaments and is highly populous and preferred gaming across the nation. On the other hand, the selected team for the sponsorship is the 2-time CPL champion being the winner of CPL of the year 2013 and 2016. The team also has some top players of the genre like Carlos Brathwaite, Fidel Edwards, and Andre Russell.

Paytm First games and Jamaica Tawallahs will be the gaming partners during the Hero CPL, 2020, expected from 18th August 2020 to 11th September 2020. The event is scheduled to be held on Tobago and Trinidad.

With the partnership, Paytm First Games will seek higher promotions and popularity with their logo appearing on the team’s website, t-shirts for the players and other members, on the other promotional events for the team, and during the matches. Caribbean Premier League has a giant viewership of about 200 million people from across the globe, and in that, India accounts for about 50% of the viewership. And, a promotion at such a big event will help Paytm First games too to seek a giant fan base.

The COO of Paytm First games, Sudhanshu Gupta, announced the deal with the team stating that they are excited to get the sponsoring partnership with a strong team of Jamaica Tawallahs, that has been one of the strongest contestants of CPL. He also added that with this partnership, Paytm First Games will seek a wider audience base for their Esports sector of fantasy and amateur real-money gaming.

This is the third biggest sponsorship news in the ongoing week. First, Dream11 was announced as IPL’s title sponsors, and then MPL as the prime sponsor for the Kolkata Knight Riders, a famous IPL team.