

Cricket-Betting.com secures £500K funding round to launch brand globally.

Friday 12 February, 2021

Cricket Betting, one of the world's most prominent specialist cricket blogs, is set to expand its global reach having secured a significant funding round. The start-up, which has been operational for less than one year, has raised over £500K of private investment to support its next growth phase.

Having first launched in India, where it has attracted a significant social media following, the Cricket Betting team will now target a worldwide audience of cricket fans across the UK, Asia and Australia.

[Cricket-Betting.com](https://cricket-betting.com) publishes match predictions, live scores, live commentary, in-play cricket odds comparison and iBetting operator comparisons. Cricket Betting is a media company and do not offer actual gambling services but help iBetting operators acquire players.

Global Expansion & Enhanced Services

The Cricket Betting team have used the first portion of their £500K cash injection to purchase the Cricket-Betting.com domain.

Cricket Betting founder Ben Brown said *"We've learned a lot over the last year and believe we've developed the necessary knowledge and experience to bring our brand to a global audience. Cricket Betting has a significant following in India, but we recognise the opportunities that exist in other cricket playing nations across the world."*

The site is partnering with many of the world's foremost sports betting platforms to provide cricket fans up to the second prematch and in-play odds checker.

The latest funding round enables the Cricket Betting team to enhance their existing product and introduce new services. They intend to relaunch Cricket-Betting.com next year with improved design and UX, along with a range of new functions including covering more matches, a cricket betting calculator and a more enhanced cricket match analysis. The investment will also help fund online marketing campaigns and social media activity.

A Specialist Cricket Betting Aggregator and News Site

Cricket Betting was founded by cricket fans for cricket fans. The team recognised an opportunity to build an integrated resource combining news, head to head analysis, live scores, live commentary and live odds comparison tool for those who like to bet on the sport. The site has amassed 150,000 Facebook followers and a significant number of regular readers who enjoy a mixture of news, opinion, tips and sports betting site reviews. With the increased capital behind them, the team intend to launch the site across other markets.

Cricket is a hugely popular sport across the UK, Australia, South Asia and Southern Africa, with initiatives like the Indian Premier League and Australian Big Bash, attracting a wider fanbase and opening up new betting markets. Cricket Betting can become the world's leading cricket punters resource by reaching target audiences with quality content.

Media Contact:

Email: info@cricket-betting.com

Website: <https://cricket-betting.com/>

Company: Cricket Betting

Media:



Related Sectors:

Sport ::

Related Keywords:

Cricket :: Cricket Betting Tips ::
Match Prediction :: Online Cricket
Betting :: Onlinecricketbetting ::
Cricket Betting ::

Scan Me:



Company Contact:

[Cricket Betting](#)

T. 02081336912

E. info@cricket-betting.com

W. <https://cricket-betting.com/>

[View Online](#)

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:

<https://www.cricket-betting.pressat.co.uk>