



**KHELOGE TABHI
TOH JEETOGE**

INVESTOR PITCH DECK

Gamesys Fantasy Private Limited
Ahmedabad, Gujarat, INDIA



The Indian Market : Fantasy Sports



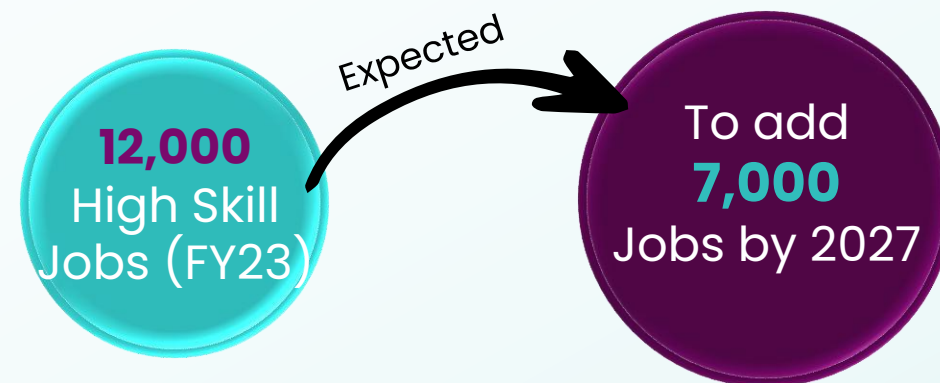
Indian FSP Revenues FY24 To FY29P



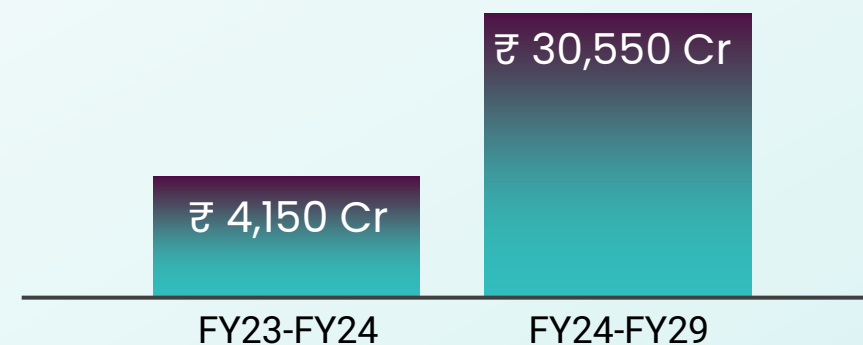
Indian FS users FY23 To FY27P



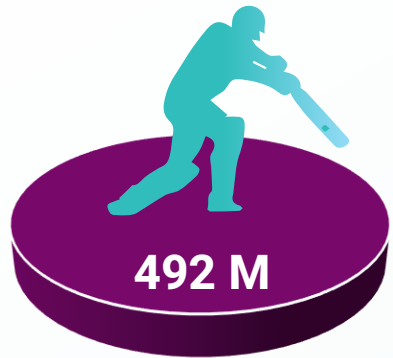
Jobs Creation Expected



India Fantasy Sports Sector: Taxed Paid



India: The Fan Base by Sport



Cricket



Football



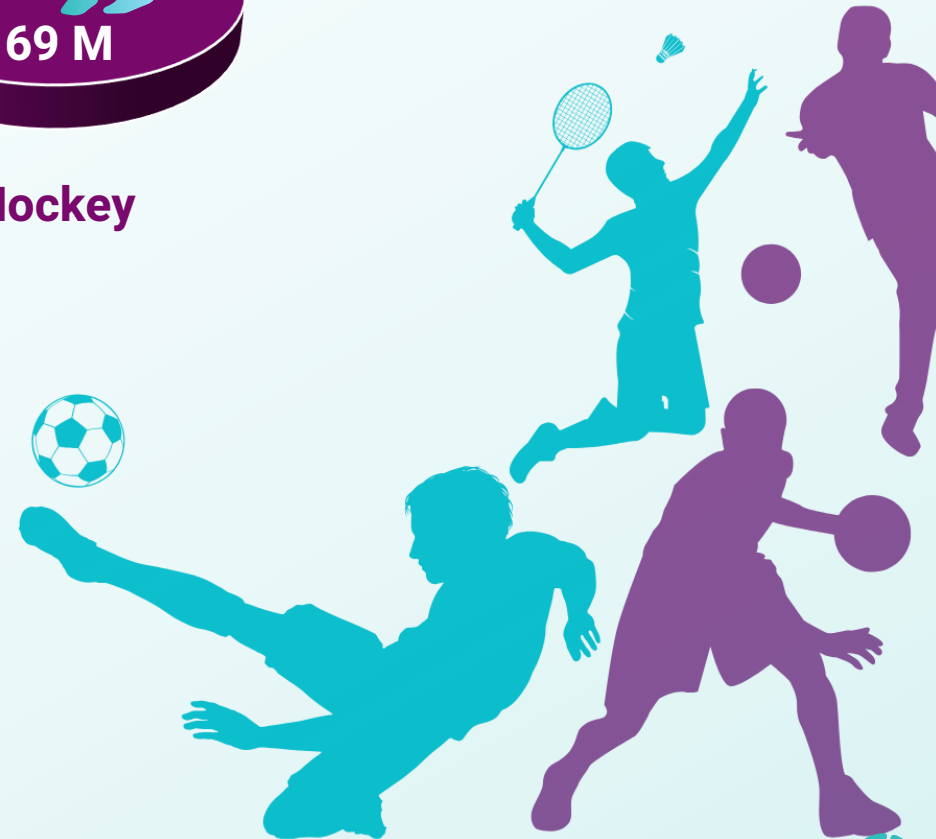
Hockey



Kabaddi



Badminton: 57 M
Volleyball: 40 M
Kho-Kho: 26 M

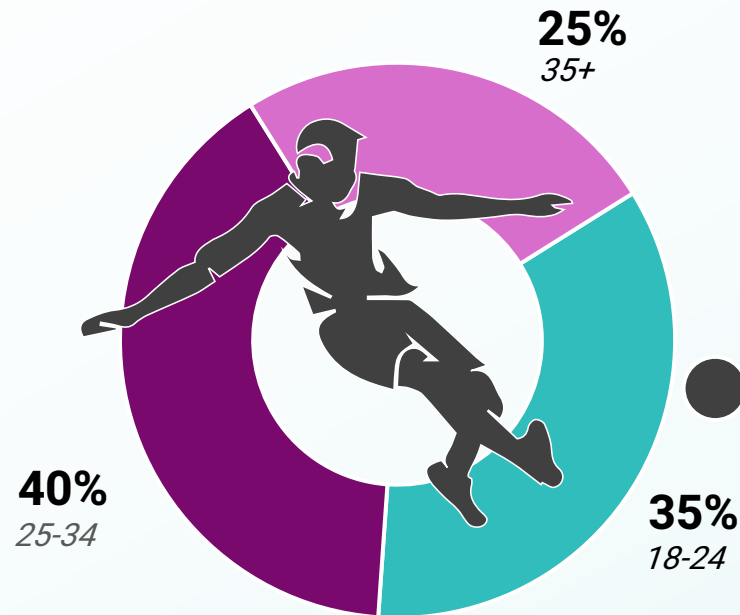


India has a massive sports audience of approximately 678 million, spanning various sports and regions.

Source: [Deloitte and Federation of Indian Fantasy Sports](#)

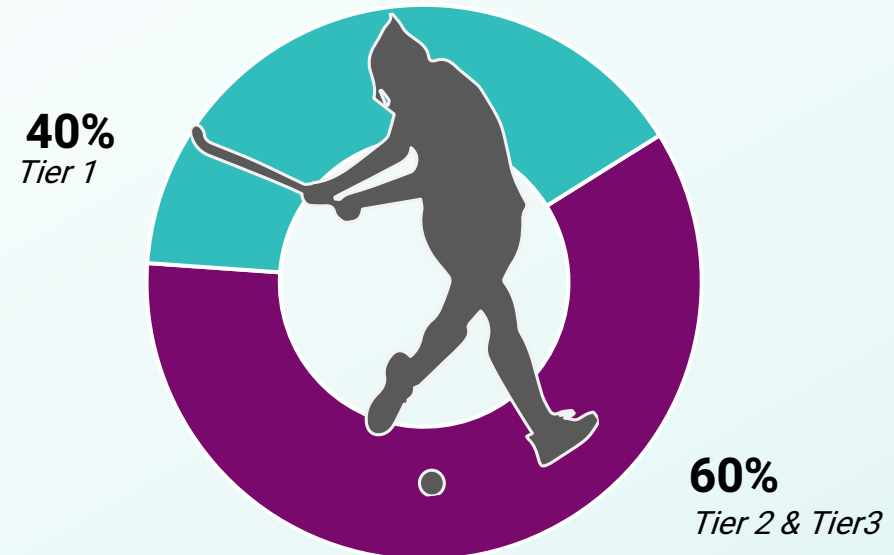
Network Effects Around Fantasy Sports – Spawning A Whole Ecosystem

Age distribution of
FS users



Source:
<https://www2.deloitte.com/content/dam/Deloitte/in/Documents/in-tmt-FIFS-Fantasy-Sports-Industry-Report-noexp.pdf>

Transactions initiated on
FSPs split by city tier



Source:
<https://www.socialsamosa.com/report/tier-2-cities-lead-fantasy-gaming-revenue-redseer-report-4503375>

Transforming the Future of India's Skill-Based Gaming Industry



Gamesys11 redefines India's real-money skill gaming industry. Our immersive, user-centric platform brings the excitement gaming to millions of sports enthusiasts across India.



Our Mission

To innovate and deliver an enriching, accessible and engaging gaming experience.



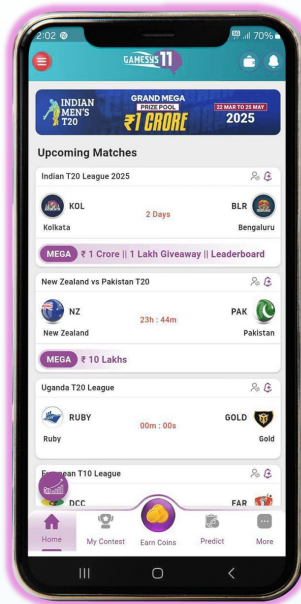
Our Vision

To become the leading force in India's real-money skill-based gaming industry, setting new standards for excellence and user satisfaction.

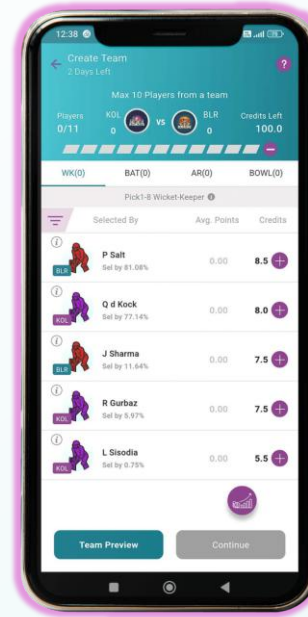
Master Your Game, Win With Skill



1. Select A Match



2. Create Your Team



3. Select C & VC



Engaging Gamification:

Users can earn Gamesys coins through daily log-ins, quizzes, and prediction games, enhancing engagement and interaction. These features add a fun, competitive dynamic to the platform.

Comprehensive Sports:

Gamesys11 provides fantasy leagues across various sports, including cricket, football, baseball, basketball, hockey and kabaddi, offering a broad sports experience for users.

4.2 Ratings | 1000+ Reviews



ajit singh



★★★★★ March 19, 2025

I've been using this app for a few Months and it's been a great experience. The user interface is easy to navigate and the gameplay is engaging. I like the variety of contests and the rewards are decent. However, I've experienced some glitches during matches. Overall, it's a solid app and I'd recommend it to fantasy cricket fans. My one request is please show lineup .

38 people found this review helpful



Sreetama Roy



★★★★★ April 20, 2025

If you're a cricket fan and enjoy a bit of strategic thinking, this fantasy cricket app is definitely worth trying. It adds a new layer of thrill to watching matches. Just play responsibly and within budget.



Dinesh Pratap

★★★★★ April 21, 2025

me win 75000 rs



Manoj Panday

★★★★★ April 22, 2025

easy to win 😊😊😊



Ro Hit ParMar

★★★★★ April 16, 2025

free ticket

Our Winners GRAND MEGA WINNERS



Team Name: IAMTIGER

WON AMOUNT: ₹ 28.55 Lakhs



Team Name: Babubans

WON AMOUNT: ₹ 3 Lakh

Key Features

**200+
Contests
Variety**

**P & L
Tracker**

**Daily
Giveaways**

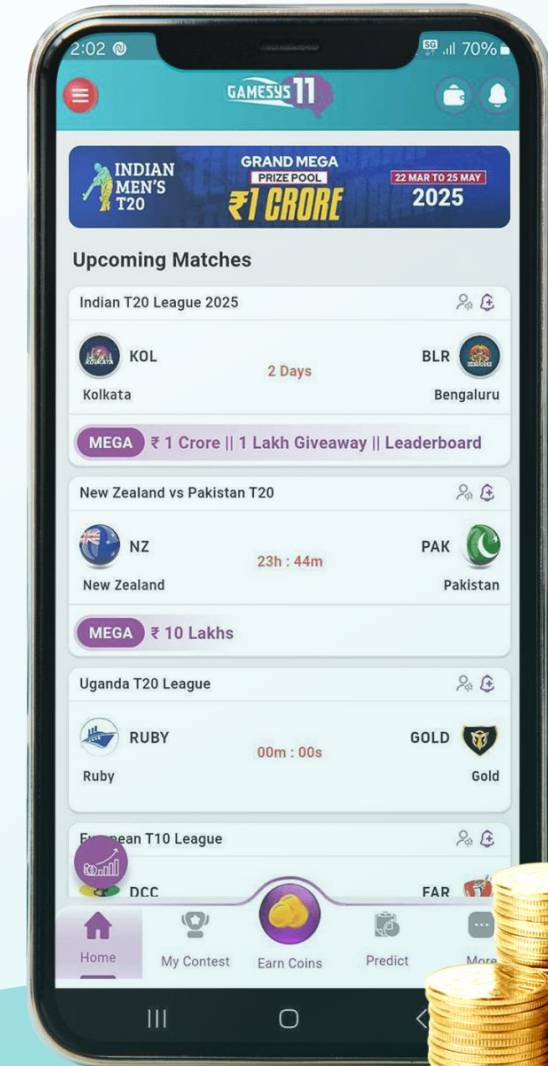
**Leaderboard
Programs**

**Bonuses:
Signup
Referral
Level Up**

**PanditJi
Teams**

**Small
Gadget
Leagues**

**Live Match
Insights**



Unique Selling Proposition (USP)



24 x 7 Customer Support

365 days professional support via **phone**, chat and email



Lowest Entry & Commissions

Contest starts as low as ₹1.
Average **10% lower** platform commission in the industry



Gamesys11 PanditJi Teams

Empower fantasy sports **influencers to earn** and inspire others as fantasy sports experts



Leaderboards & Programs

Leaderboards: Series, Investment, Commission, Deposit and **Conversion** Programs



Bonus Offers & Utilization

Only fantasy operator in the market that offers lucrative bonuses and its **utilization** in the Mega Leagues.



GST and TDS Cashback*

TDS **cashback** program on User's withdrawal. User gets full deposit amount along with GST.

Competitive Analysis



Features				
Market Position	We're in Top 10 Position for "Fantasy Cricket" search terms on Google Play Store	Market leader with dominant share	Strong competitor with celebrity endorsements	Emerging player, budget-friendly focus
Registered User Base	256k by Mar 25, 1.3M by Mar 26, 4.8M by Mar 27, 11.8M by Mar 28 & 21.8M by Mar 29	220+ million users	100+ million, rapidly growing.	20+ million, increasing steadily.
Unique Selling Point	NO GST & NO TDS, Daily Giveaway Contests, Small Gadget Leagues, Collect and Redeem Coins, Leaderboards, Bonus	Highest Prize Pool in the Grand League & First to Market	All Mega Leagues comes with Gadget Leagues	Affiliate Programs, one of the best in the industry
Commission Rates	10% Lower commissions	Higher commissions than others	Competitive rates, slightly lower	Average commissions

Go To Market Strategy



Defining Target Market & Analysis

Identifying actual audiences based on demographic, interest etc.



Create Multi Value Proposition in app

Improvisation in terms of tech, features, innovation for seamline experience & giving user a OOB experience.



User Acquisition

Multiple strategies & campaign in place for user acquisition online, offline & partnerships .



User Engagement & Retention

Continues approach towards user engagement & retention through various program, in app features, campaign.



Measurement & Analytics

Use data analytics for personalized experiences and ongoing platform improvements.



Expansion & Growth

Based on analytics & data approach towards expansion with innovations.

Revenue Stream

Current Stream

Commission-Based Revenue:

Earning commissions through transaction fees on gameplay and user participation.

Future Streams

Gamesys11 Premium Subscription



Offering exclusive features and benefits for subscribed users.

Tournament Bundles



Packages combining multiple contests, providing value for users while boosting participation.

Ad Revenue Integration



Introducing carousel and story-format ads as an additional revenue source.

Tech Stack

Current Tech Stack:



Future Plans:

Data Handling:



&



based on
business needs



Additional:
Node.js for specific components



AI Enabled Roadmap



Smart Team Recommendations: Suggestion of teams to users based on real-time player performance, weather, pitch reports, and historical data.



Personalized Contest Recommendations

Suggest contests to users based on their playing history, entry fee behavior, and success rate.



Dynamic Entry Fee Discounts

Predicting user drop-offs and offering dynamic cashback/discounts on entry fees to retain users before critical drop moments.



Deposit Prediction Models

Creating a Prediction model when a user is likely to deposit next and send targeted nudges before that.



Churn Prediction Engine

Identify users who are at risk of becoming inactive and run pre-emptive retention campaigns (cashbacks, rewards)



Dynamic Rewards Wheel

AI decides real-time rewards on the wheel based on user value (instead of random), maximizing retention ROI.

Road Map

FY 2026-2027

Gamesys11

-  Basketball
-  Baseball
-  Hockey

FY 2025-2026

Gamesys11

-  Football
-  Kabaddi

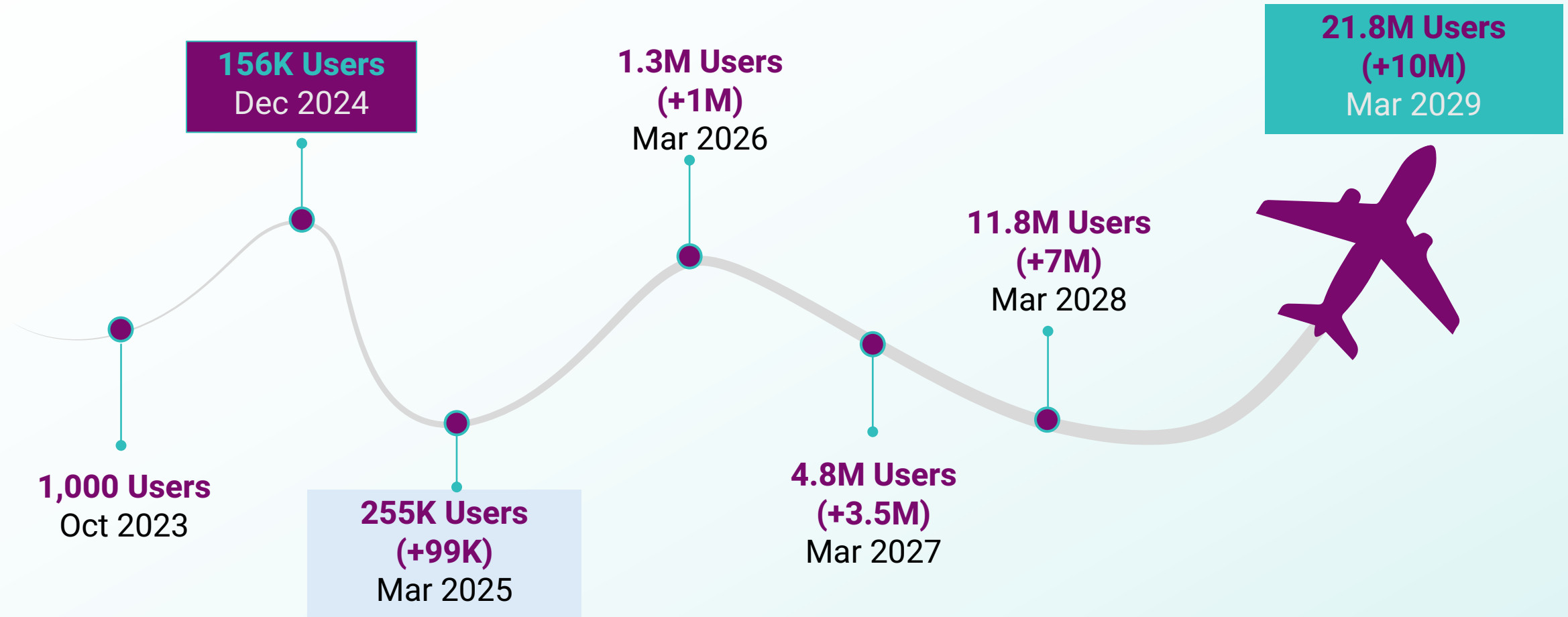
FY 2024-2025

Gamesys11

-  Cricket

Traction

Registered Users Growth



Meet Our Visionaries



Jay Patel
Director

Jay Patel is a seasoned entrepreneur with a successful track record in the retail and gaming industries.

After relocating to the United States in 2008 and earning an MBA from the University of North Alabama, Mr. Patel has built a diverse portfolio that now includes hospitality ventures.

His latest endeavor is as a Founding Director of Gamesys Fantasy Private Limited, where he has made a significant investment.



Anand Umraniya
Director

Anand Umraniya brings over 18 years of expertise in IT software and marketing services to Gamesys Fantasy Private Limited, where he serves as Founding Director since 2023.

His proven track record encompasses leadership roles in marketing and research for game development companies like GJ Tech Solutions.

Additionally, Mr. Umraniya co-founded ORSEEP, a digital marketing agency, demonstrating his entrepreneurial spirit and digital marketing acumen.

Key Team



Suraj Chhetri
Product Manager

Gamesys Fantasy's product leader, Suraj, boasts a strong foundation in IT (B.E. in Information Technology) and 4+ years of experience driving product growth and scale.

His analytical and business acumen have been instrumental in managing product portfolios at industry players like Merkle, Source.One, and Gamesys11.



Sanjay Singh
AVP - Marketing
& Partnership

Sanjay Singh, as marketing leader brings 16+ years of experience in building and scaling brands like BookMyShow and Snapdeal.

His strategic marketing and partnership skills have consistently driven exceptional growth and success.



Durgesh Kumar
Gaming Operations
Manager

Gamesys Fantasy's operations specialist, Durgesh, brings 4+ years of experience in fantasy gaming operations and strategic planning.

His expertise in enhancing user engagement has been a key driver of growth for skill gaming platforms.

Key Team



Hemant Dungri
Customer Success Manager

With a B.Tech in Computer Science and 7+ years of experience, our Customer Support Specialist is dedicated to enhancing user satisfaction and improving customer support systems.

His expertise in fraud detection, customer lifecycle management, and business retention ensures a seamless customer experience.



Mohit Solanki
Virtual CFO

Mohit Solanki, is fellow chartered accountant with over a decade of diverse experience across various industries.

In addition to being a CA, he holds a degree in Company Secretaries and is certified in Indian Accounting Standards. He is also a registered valuer for securities and financial assets with the IBBI.



Nirav Devani
HR & Admin

Gamesys Fantasy's HR leader brings 10+ years of experience optimizing human resources. Their background in computer science engineering, with a focus on HR operations, recruitment, and employee engagement, ensures a data-driven approach to building a strong and engaged workforce.

Why Invest Now?



India's fantasy sports industry set to soar with **50 Cr Users** by 2027



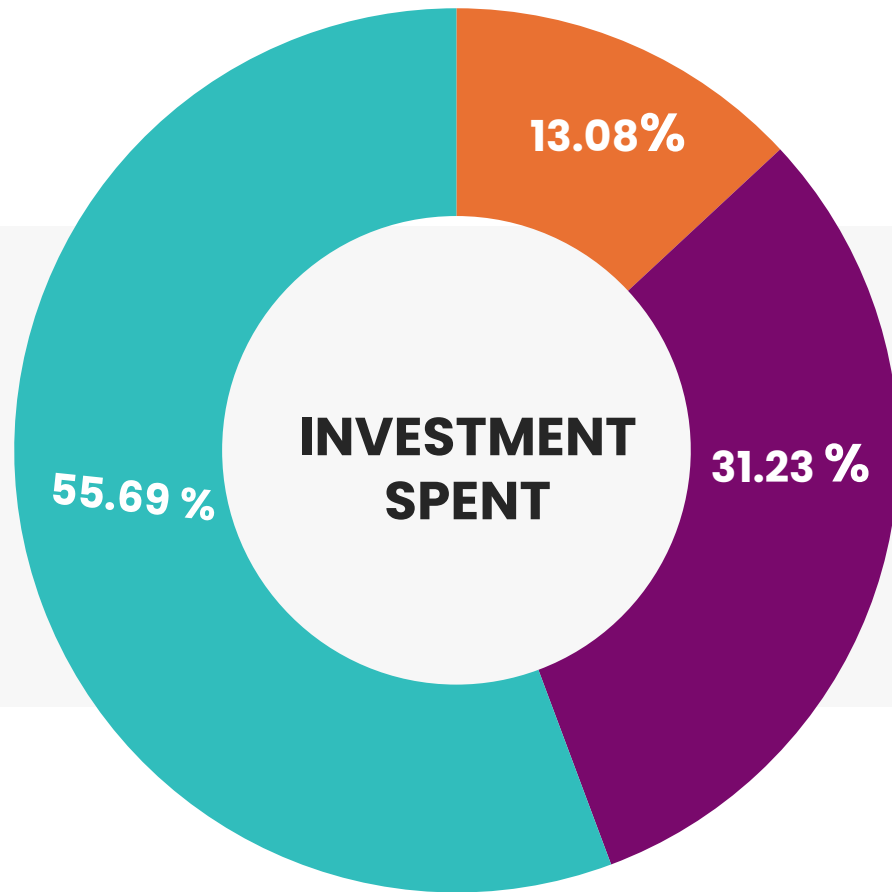
FDI expected by end of 2027 is **25,000 Cr.**
FS industry in India is expected to grow at **30% CAGR**



The **IPL 2024** season has truly been a **game-changer** for the fantasy sports industry in India, driving significant **growth** in both **revenue** and user **engagement**.



Amount of Investment required:
₹ 12 Crores (USD 1.4M)



● Sales & Marketing
₹ 6.60 Cr
(\$0.77M)

● Employees
₹ 3.70 Cr
(\$0.43M)

● Techstack
₹ 1.60 Cr
(\$0.19M)

Note 1: Fund requirement is identified based on next year's projected expenditures.

Note 2: Exchange Rate of INR 86.35 per USD is taken for the conversion.

Financials Projections (INR)



Amount in INR (Crore)

Particulars	F.Y. 24-25 Provisional	F.Y. 25-26 Projected	F.Y. 26-27 Projected	F.Y. 27-28 Projected	F.Y. 28-29 Projected
Total bet placed	7.13	55.29	234.80	638.09	1,199.91
Winning distributed	5.70	43.13	176.10	459.43	839.93
Gross Profits	0.95	8.38	41.43	127.86	255.83
Gross Margin %	13.30%	15.16%	17.64%	20.04%	21.32%
Profit before tax	-3.07	-8.52	-10.53	7.16	38.73
Profit before tax %	-43.07%	-15.41%	-4.48%	1.12%	3.23%

Financials Projections (USD)



Amount in USD (in Million)

Particulars	F.Y. 24-25 Provisional	F.Y. 25-26 Projected	F.Y. 26-27 Projected	F.Y. 27-28 Projected	F.Y. 28-29 Projected
Total bet placed	0.83	6.40	27.19	73.90	138.96
Winning distributed	0.66	4.99	20.39	53.20	97.27
Gross Profits	0.11	0.97	4.80	14.81	29.63
Gross Margin %	13.30%	15.16%	17.64%	20.04%	21.32%
Profit before tax	-0.36	-0.99	-1.22	0.83	4.48
Profit before tax %	-43.07%	-15.41%	-4.48%	1.12%	3.23%

Note: Exchange Rate of INR 86.35 per USD is taken for the conversion.



THANK YOU

Office Address:

101A, Block C, Ganesh Meridian,
Opposite New Gujarat High Court,
S.G. Highway, Sola, Ahmedabad, Gujarat - 380051

Contact Me:

Anand.Umraniya@GamesysFantasy.com

Call on +91 70160 32750

