

AGTech eyes First Captains fantasy growth through Kabaddi



(August 2, 2019) -- AGTech Holdings Ltd has added new Kabaddi games to daily fantasy sports (DFS) site First Captains, which sits on the popular Paytm First Games platform.

Formerly known as Gamepind, Paytm First Games is a gaming destination running as a joint venture (JV) between Paytm as operator and AGTech Holdings as the technical service and sports content provider.

Charlie Zhang, Vice President of AGTech, said that a combination of its products, technology and knowledge will provide First Captains with “valuable direction in maximizing the return on investment for the fast growing sports entertainment market in India”.

Before the addition of kabaddi, a contact team sport played across Asia, First Captains had been focused on cricket as it set about delivering India’s number one DFS destination.

“The popularity of kabaddi has risen over the years to become India’s second most watched sport after the Indian Cricket Premier League,” added Zhang. “The Pro Kabaddi League has even managed to attract more Indian viewers than the concurrent 2018 FIFA World Cup, one of the world’s most watched sporting events.

“With the success of cricket fantasy in First Captains during the Cricket World Cup empowered by our technology capabilities, content expertise and First Captains’ interactive platform, AGTech will work closely with Paytm to further engage fans in India with sports excitement and technology innovations to elevate the passion and satisfy the market.”

Paytm First Games has also been added to several leading digital distribution services including Xiaomi, Vivo and Google Play. A presence on these mainstream channels means that more users in India will browse and download the platform.

Meanwhile, it was reported today by The Times of India that the JV is in talks to raise \$25 million from new investors, including SAIF Partners and a Hong Kong-based entity.

For more details, you may refer to the following article:

Times of India: Paytm, Alibaba gaming JV to raise \$25m

<https://timesofindia.indiatimes.com/business/india-business/paytm-alibaba-gaming-jv-to-raise-25m/articleshow/70489326.cms>

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<https://sbcnews.co.uk/esports-fantasy/2019/08/02/agtech-first-captains-fantasy-growth-kabaddi>