

Dream11 Story – India's Best Fantasy Gaming App!

Fantasy sport is what most young people are fans of today. With fantasy sports, sports lovers need not just to enjoy a game by being a spectator, but can also create an imaginary team (of real players) of their own choice and earn rewards or online cash when this fictional team performs well.

Today because of the mobile and internet revolution, the fantasy gaming industry is booming in India as well. Dream11 was founded back in 2008 by two young founders Harsh Jain and Bhavit Sheth.

Dream11 is an application that allows you to create imaginary teams of your favourite sport. The catch here is that the users can earn cash based on the match performance of the selected players on their teams.

Moreover, Dream11 allows its users to play games in categories like cricket, football, kabaddi, National Basketball Association, and many other fun games.

Dream11 'Jab Dream bada ho, toh koi akela nahi hota. Dream Big'

Dream11 is one of India's biggest Sports gaming platforms in India and successfully registered more than 140 million in 2021. Sports is a passion for many, and there are many who have very good knowledge of sports. Dream 11 is a platform that lets such sports fan use their knowledge and love for sports and earn profit. The platform has currently grown to over 13 Crore users.

Dream Sports is a sports technology company whose people include brands including Dream11, FanCode, DreamX, DreamSetGo,

and Dream Pay.

Dream Sports is building a vision of 'Make Sports Better' into action by providing a variety of ways for fans to connect personally with the sports they love, including fantasy sports, material, commerce, experiences, and events.

Dream11: How to register yourself

For signing up for the Dream11 application you just need to do the registration process of the Dream11 app, then here are a few easy steps that you can follow to sign up:

How to register yourself for the Dream11?

- First, you need to download the Dream11 app on your mobile devices through the play store or app store.
- Next, you need to register on the app with your mobile number or email id and then the OTP will send to you on your email or phone number provided by you.
- Finally, you can select your match, create your personal team and start playing according to your previous.

Dream11 – Industry

The online gaming sector in India has undergone huge changes in the last few years. as Of June 2021 KPMG (Klynveld Peat Marwick Goerdeler) estimated the online gaming market of India to grow at a CAGR of 21% between FY21 and FY25, which will help the gaming industry achieve a size of Rs 29,000 crore.

Besides, India's fantasy sports and gaming industry is estimated to be valued at \$3.7 billion by 2024 growing at a CAGR of 32%.

The target audience of Dream11

The target audience of Dream11 is sports fans and enthusiasts from 20 to 35 years of age. Furthermore, the company has disclosed the maximum transaction on the platform. The future of fantasy sports in India is certainly massive with new players.

Dream11 – Founders and Team

1) Harsh Jain (Co-founder and CEO)

Harsh Jain is a graduate of the University of Pennsylvania and has an MBA degree from Columbia Business School. Before launching Dream11, he launched and led the acquisition of Red Digital (a social media agency) by Gozoop. He is currently the President of the Federation of Indian Fantasy Sports, and also being the Cultural Enforcement Officer (CEO) and Co-founder of Dream11.

2) Bhavit Sheth (Co-founder and COO)

Bhavit Sheth is an Engineer with an MBA degree from Bentley University (Boston) and did his Diploma in E-commerce strategies from Harvard. He co-founded Dream11 and is also the COO of the company. And also the Co-founder of Red Digital along with Harsh, which was acquired later on by Gozoop.

Dream11 – How it Started / Success story?

Harsh Jain and Bhavit Sheth, both childhood sports enthusiasts, co-founded Dream1. The Indian Premier League (IPL) was the incentive for the new fantasy sports industry to emerge in India. In a country with billions of cricket fans, Harsh and Bhavit thought of creating the company with the

belief that sports fantasy leagues would become a profitable service opportunity in the country.

In 2012, the company started its first freemium service; from there, the real journey started. They also asked out other investors for funding and invited them to join their venture.

Dream11 – Funding and Investors

Dream11 has notably raised funding from various famous investors including the Chinese giant, Tencent, which invested \$100 million worth of funds through a Series D funding round in September 2018.

On November 24, 2021, this funding round helped it raise around \$840 million.

On November 25, 2021, the company raised 9 rounds of funding to date to close at \$1.62 billion. The last funding round was led by Falcon Edge, DST Global, D1 Capital, Tiger Global, and Redbird Capital, along with participation from TPG and Footpath Ventures.

Dream11 – Mission and Vision

The Dream11 vision primarily is to make fantasy sports a part of every sports fan's life from fans to athletes, teams, and leagues to create an entrepreneur-led virtuous cycle of investment, innovation and wealth creation for all stakeholders in the sports ecosystem.

Dream11 – Business Model / How does it Work?

Dream11 does not earn revenue from the company through Google ads or other ad agencies. They make a profit by hosting fantasy games on their website and app. Early they were using

Google AdSense, but soon they stopped doing so in order to provide their players with a simple and fast user experience.

12% of Dream11 players participate in paying contests which go on websites and apps.

this is important because converting a free player to a paying user is difficult and expensive. Dream11 supports all three types of gaming methods (freemium, premium, and private) which is for fantasy sports players to earn money.

Dream11 – Revenue Model

Dream11 generates revenue through entry-level fees from the participants who are taken for the paid contests. When the users earn on their real-time performance of the players, Dream 11 takes its cut, which means their shares account for about 15-20% of the total pool prize.

Dream11 – Startup Challenges

Legal challenges, particularly because of its similarity to gambling, which is a largely illegal crime in the country.

Dream11 started its fantasy sports start-up with only a few thousand dollars, but it quickly expanded its business model and needed a series of angel investor investments.

But later, the court ruled from their side. Fantasy sport is a game of skill & knowledge rather than chances and probabilities. But still, the game is not allowed in some states of India like Odisha, Assam, Telangana, and Andhra Pradesh.

Dream11 – Growth and Revenue

The Dream 11 worth has currently been estimated at around \$8 billion, which was confirmed after the recent funding round

worth \$840 million on November 24, 2021.

In March 2021 the company had quite a growth of 80% of the growth it showed before the pandemic, as reported.

Dream11 – Competitors

Dream11 being number one in its industry, there are around 60 other online gaming platforms operating in the same genre.

Some of the other market competitors:

- FanMojo
- Mobile Premier League
- Ballebaaz
- HalaPlay
- Gaming Monk, etc.

Dream11 – Awards & Achievements

- In 2018 dream11 collaborated with International Cricket Council (ICC), The Pro Kabaddi League (PKL), the world basketball League (WBBL), The international hockey Federation (FIH), and the British Basketball League (BBL) and released two new games Kabaddi and hockey the same here.
- In October 2019 dream11 became the title sponsor of Super Smash domestic T20 tournament cricket by Newzealand cricket for 6 years.
- Dream11 emerged as an official partner of Indian Premier League CID after funding 2.2 to billion dollars in August 2020.

- In IPL 2021 dream11 promoted six new campaigns with the tagline 'Team has to maja hai' which celebrated the fandom of cricket.

Summary

Dream11 is the world's most popular fantasy sports platform in India with more than 120 million people participating in fantasy cricket, football, kabaddi, basketball, hockey, volleyball, handball, and baseball and trying their luck in gambling.

Dream11, a native Indian brand, let Indian sports fan participate in real-life athletic events and demonstrate their sports knowledge to earn cash. Dream11 is the flagship brand of a renowned Sports Technology company in India.

FAQ's on Dream11:

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- [Building a unicorn startup: key characteristics and strategies](#)
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