
Aventus Capital advises Cricbuzz & Willow on securing a USD 50 million investment from Dream Sports

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Times Internet and Dream Sports have entered into definitive agreements for Dream Sports to invest USD 50 million in Cricbuzz, the world's #1 destination for live cricket scores and commentary, and Willow TV, the largest broadcaster of cricket in North America. Cricbuzz and Willow are both owned by Times Internet, the digital arm of The Times of India Group.

Aventus Capital acted as the exclusive financial advisor on this transaction.

This strategic minority investment pairs India's largest SportsTech company with the most visited cricket media and broadcast ecosystem to unlock next-gen engagement, commerce, and AI-powered interactivity.

With more than 185 million monthly users and a brand that is searched 27% more than the word "cricket" itself, Cricbuzz delivers unmatched reach across India and the wider cricket world. Willow TV complements that footprint by streaming over 1,500 live matches each year to fans across the United States and Canada, and has also expanded its global broadcast footprint into a leading cricket broadcast platform for the Middle East and SouthEast Asia.

Commenting on the announcement, **Satyan Gajwani, Vice Chairman, Times Internet** said, "Cricbuzz and Willow sit at the heart of how hundreds of millions of fans follow cricket every day. We're excited to work with Dream Sports to reimagine and develop new ways to collaboratively create new experiences for cricket fans."

Harsh Jain, CEO and Co-Founder, Dream Sports said, "Dream Sports' mission is to 'Make Sports Better' for Indian sports fans. Cricbuzz and Dream11 have worked together for over a decade, and with this investment, all cricket fans can expect much more fan engagement, interactive streams, and integrated commerce experiences that will bring them closer to the action and to each other."

Neeraj Shrimali, Managing Director & Co-Head, Digital, Technology & Consumer Investment Banking, Aventus Capital said, "Very excited to have worked on the coming together of two of the largest sports platforms in India. This collaboration will be a game changer on how cricket fans experience content in the times to come."

About Aventus

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