

Parimatch Challenges Cricket Fans in New Ad with Nicholas Pooran: Stop Watching, Start Winning

Category: Business

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With the Indian Premier League approaching, Parimatch, the #1 global gaming platform, has released a [new ad](#) featuring its brand ambassador, Nicholas Pooran.

Most cricket fans have had that moment—watching a match, predicting the outcome, or knowing exactly how many runs a batter will score. If only the players had listened, they would've won! Parimatch has taken this fan superpower into the heart of their latest TV commercial.



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The video captures a classic moment: A cricket fan is watching a match on TV when Pooran makes a move that doesn't go as planned. The fan immediately comments that he knew Pooran should have played it differently. To his surprise, Pooran turns to the camera and asks: "Bro, if you know everything, why don't you play" Inspired by Pooran's words, the fan is motivated to take his knowledge to Parimatch and put it to the test.

This campaign reflects Parimatch's commitment to encourage fans to go beyond being spectators, but bring their expertise to Parimatch, where skills can turn into real rewards. The message is simple: "Don't just be a spectator. Take your skills to [Parimatch and win big!](#)"

"This campaign is more than just an ad; it's a call to action. Cricket isn't just about watching-it's about feeling the passion, trusting your instincts, and being ready to take the leap. Every great player puts in the effort that eventually turns into success, and every fan has the potential to do more than just comment from the sidelines. At Parimatch, we want fans to channel their love for the game into something

fulfilling and rewarding,” commented the Parimatch Press Office. “We want our players to stop being mere spectators and start taking action—to feel the rush of the game and win big.”

Pooran also shared his thoughts, *“This is not my first TV commercial with Parimatch, but this time, I had even more fun shooting the ad. The concept is so relatable, and I loved bringing that moment to life. Hopefully, fans will see themselves in it and feel inspired to take their passion for cricket to the next level with Parimatch.”*

Parimatch invites you to enjoy the video, get inspired, put your skills into action, and win big!

About Parimatch

Parimatch is the #1 global gaming platform. Since 1994, Parimatch has grown to be enjoyed by 3,000,000 active users worldwide. It is trusted by the worlds top athletes and celebrities: Trinidadian cricket stars Nicholas Pooran and Sunil Narine and Indian rap icon Divine are among their brand ambassadors. Parimatch is the Regional Sponsor of the Argentine Football Association and the Title Sponsor of the Sunrisers Eastern Cape, a South African professional Twenty20 cricket franchise team.

