

CricClubs and Cricket Canada Announce Strategic Technology Partnership to Elevate Canadian Cricket

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CricClubs, a global leader in digital cricket solutions, has announced a strategic technology partnership with Cricket Canada to revolutionize cricket management across the country. With this collaboration, CricClubs will provide cutting-edge league management solutions to all leagues in Canada, alongside a dedicated membership management portal to enhance engagement and growth among cricket enthusiasts. Furthermore, CricClubs will develop a new digital home for Cricket Canada, solidifying the sport's presence and future in the country.

This partnership marks a significant step forward in Cricket Canada's mission to streamline cricket operations and increase participation at all levels. CricClubs' industry-leading platform will enable leagues to efficiently manage tournaments, registrations, and statistics while providing players and fans with an interactive and immersive cricketing experience. Additionally, CricClubs will bring its advanced streaming solutions to Canadian cricket, offering mobile streaming capabilities, seamless integration with Ninja Caster—an integrated streaming device that supports multi-cameras and intelligent automatic overlays—and professional-grade production services. These innovations will allow leagues to broadcast matches effortlessly, enhance viewer engagement, and provide high-quality live-streaming experiences for players, fans, and stakeholders. Furthermore, CricClubs will leverage AI-powered solutions, including AI highlights, AI summaries, and automated insights, to enhance the viewing experience and provide deeper analytics for teams and players.

“We are thrilled to partner with Cricket Canada to bring our best-in-class technology to support their vision for cricket development,” said Ganesh Nallapareddy, CEO of CricClubs. “With our league management and membership engagement solutions, we aim to strengthen the cricketing ecosystem in Canada and provide players, organizers, and fans with an unparalleled experience. Additionally, building a new digital home for Cricket Canada will ensure a seamless and unified platform for all stakeholders.”

Salman Khan, CEO of Cricket Canada, echoed the excitement surrounding the partnership. “This collaboration with CricClubs is a game-changer for Canadian cricket. The ability to efficiently manage leagues, engage our members, and have a centralized digital hub will significantly impact the growth and organization of the sport in Canada. We are confident that CricClubs’ expertise will help us take cricket in Canada to new heights.” Through this partnership, CricClubs will continue to drive innovation in cricket technology, empowering Cricket Canada with robust tools to promote the sport, streamline operations, and create a more connected cricketing community.

About CricClubs:

CricClubs is a leading sports technology company providing end-to-end solutions for cricket leagues, players, and administrators worldwide. With a presence in over 50 countries, CricClubs offers a comprehensive digital platform for live scoring, league management, player engagement, analytics, and live streaming solutions, including mobile streaming, Ninja Caster integration, AI-powered highlights and summaries, and full-scale production services.

About Cricket Canada:

Cricket Canada is the governing body for cricket in Canada, dedicated to developing and promoting the sport across the country. With a rich history and a commitment to nurturing talent, Cricket Canada aims to expand the reach of cricket and elevate its competitive standing globally.