

Coverage Report

**Mphasis To Provide ICC Digital Services At Men's 2023 Cricket World Cup
October 13, 2023**

Online

PTI

[Mphasis ICC announce partnership for Cricket World Cup 2023](#)

IT solutions company Mphasis has been named as the Digital Consulting Partner of the International Cricket Council (ICC) Men's Cricket World Cup 2023, the company said on Thursday.

ICC will be leveraging the Bengaluru-headquartered company to deliver digital experiences for cricket fans around the world, Mphasis said in a statement.

ICC's website and app will adopt virtual reality and web3 to reach newer audiences.

BQ Prime

[Mphasis To Provide ICC Digital Services At Men's 2023 Cricket World Cup](#)

Mphasis Ltd. has entered into a strategic digital partnership with the International Cricket Council to provide digital services for the council's website and app during the Men's 2023 Cricket World Cup. Through the collaboration, ICC will be leveraging Mphasis' global expertise to deliver enhanced and innovative digital experiences for cricket fans around the world, the company said in an exchange filing.

By adopting technologies such as VR and Web3 to reach new audiences, the Men's Cricket World Cup will place those fans at the centre of the action, bringing them closer to the game than ever before, it said on Thursday. "We are delighted to welcome Mphasis to our portfolio of partners at the ICC Men's Cricket World Cup 2023 in India. Together, we are focused on fans and their digital journey through this World Cup," said Finn Bradshaw, head of digital at ICC. By working closely with the ICC, Mphasis will explore what's possible in the world of sports and technology and look to shape lasting, valuable experiences for cricket enthusiasts worldwide, said Nitin Rakesh, chief executive officer and managing director of Mphasis.

Storyboard 18

[Mphasis turns digital consulting partner for ICC Men's Cricket World Cup 2023](#)

Mphasis, an information technology (IT) solutions provider, has been named as the digital consulting partner of the International Cricket Council (ICC) Men's Cricket World Cup 2023. Through the collaboration, ICC will be leveraging Mphasis' global expertise to deliver digital experiences for cricket fans around the world.

Finn Bradshaw, ICC head of digital added, "We are delighted to welcome Mphasis to our portfolio of partners at the ICC Men's Cricket World Cup 2023 in India. Together, we are focused on fans and their digital journey through this World Cup. It's set to be one of the most followed sporting events with a truly global audience and we look forward to leveraging Mphasis' experience as we strive to elevate the digital experience for cricket lovers all over."

Nitin Rakesh, chief executive officer, and managing director of Mphasis said, "We are incredibly excited to become the Official Digital Consulting Partner of the ICC Men's Cricket World Cup 2023. This partnership underscores our commitment to the sport but it's also a statement about our longer-term intent to drive the future of cricket technology. By working closely with the ICC, we will explore what's possible in the world of sports and technology and look to shape lasting, valuable experiences for cricket enthusiasts worldwide."

ET BrandEquity

[ICC World Cup 2023: ICC and Mphasis announce strategic digital partnership at the ICC Men's Cricket World Cup 2023](#)

Mphasis, an Information Technology (IT) solutions provider specialising in cloud and cognitive services, has been named as the Digital Consulting Partner of the International Cricket Council (ICC) Men's Cricket World Cup 2023. Through the collaboration, ICC will be leveraging Mphasis' global expertise to deliver enhanced and innovative digital experiences for cricket fans around the world, the company stated in a press release. The ICC reaches hundreds of millions of cricket fans through its digital platforms and has a relentless focus on being a fan first. The Men's Cricket World Cup will place those fans at the center of the action bringing them closer to the game than ever before through experiences on the ICC website and app, adopting technologies such as Virtual Reality (VR) and web3 to reach new audiences, it added.

Finn Bradshaw, ICC head of digital added, "We are delighted to welcome Mphasis to our portfolio of partners at the ICC Men's Cricket World Cup 2023 in India. Together, we are focused on fans and their digital journey through this World Cup." "It's set to be one of the most followed sporting events with a truly global audience and we look forward to leveraging Mphasis' experience as we strive to elevate the digital experience for cricket lovers all over," Bradshaw added. Nitin Rakesh, chief executive officer and managing director of Mphasis said, "We are incredibly excited to become the official digital consulting partner of the ICC Men's Cricket World Cup 2023. This partnership underscores our commitment to the sport but it's also a statement about our longer-term intent to drive the future of cricket technology."

Financial Express

[ICC and Mphasis announce digital partnership for 2023 Cricket World Cup](#)

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"We are delighted to welcome Mphasis to our portfolio of partners at the ICC Men's Cricket World Cup 2023 in India. Together, we are focused on fans and their digital journey through this World Cup. It's set to be one of the most followed sporting events with a truly global audience and we look forward to leveraging Mphasis' experience as we strive to elevate the digital experience for cricket lovers all over." Finn Bradshaw, head of digital, ICC, said.

The Free Press Journal

[Mphasis Partners With ICC At the Men's Cricket World Cup 2023](#)

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Through this collaboration, ICC will be leveraging Mphasis' global expertise to deliver enhanced and innovative digital experiences for cricket fans around the world.

The ICC reaches hundreds of millions of cricket fans through its digital platforms and has a relentless focus on being a fan first. The Men's Cricket World Cup will place those fans at the center of the action bringing them closer to the game than ever before through experiences on the ICC website and app, adopting technologies such as Virtual Reality (VR) and web 3 to reach new audiences. At the heart of the ICC's digital eco-system is the ICC Family which gives tens of millions of fans direct access to exclusive content and experiences.

Finn Bradshaw, ICC Head of Digital added, We are delighted to welcome Mphasis to our portfolio of partners at the ICC Men's Cricket World Cup 2023 in india. Together, we are focused on fans and their digital journey through this World Cup. It's set to be one of the most followed sporting events with a truly global audience and we look forward to leveraging Mphasis' experience as we strive to elevate the digital experince for cricket lovers all over.

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Exchange4Media

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MediaBrief

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