

# Online Sports betting in India : Emerging trend in Emerging Market

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## INVC NEWS

### New Delhi,

**There are no two thoughts about the fact that globally India is seen as an emerging market for almost all kinds of businesses.** The rapid expansion of internet and extensive penetration of mobile technology in the developing world has certainly contributed enormously in the ease of doing business. The last decade has seen ample amount of businesses shifting on online platforms which earlier used to run conventionally in physical markets. **Sports' betting among many others is one such business in Indian market** which has seen huge boom with **growing internet and mobile connectivity.**



Although betting or **gambling is illegal in most of the Indian states but there is no law as such that puts restrictions on online betting.** Considering the fact some websites have collaborated with betting agencies abroad hence leveraging opportunities to Indians to place their bet. **The Indian Premier League (IPL) tops the list in betting online channels.** The popular saying that **cricket is not a game but religion in the Indian subcontinent becomes all the more truthful just merely looking at the betting stats on cricket among many other sport played in the country.** Along with cricket another sport that has gained popularity because of betting industry is Kabbadi. **Kabbadi being a Desi sports** is popular among the mass across the country. With live telecast of Pro Kabbadi matches between teams formed on regional/state basis it has become a huge betting game for Indians in recent times. Horse race betting and football betting are other popular sports betting in the country.

There are many **betting websites that are operational in India**. Players can choose the website based on reviews and ratings. These websites offers range of services to the players and help guide to beginners. **Selection of sports, free live streaming, convenient deposit options like bank transfers, Visa cards etc, round the clock live chat supported customer service** are some of the common services offered by the betting websites.



Some of the popular betting websites operating in India are **Betway**

**, LeoVegas , Bet 365, 22Bet, Bodog, Royal Panda , Unibet, Betwinner, 1xBet etc.** So, all those who love sports and also want to make some money would like to explore these websites. **It's great and exciting to try out your luck to make money only to an extent where it doesn't become an addiction so much so that it pushes you to bankruptcy. Beware!**

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