

## ICC and Mphasis announce strategic digital partnership at the ICC Men's Cricket World Cup 2023



Focus on digital experiences for passionate cricket fans worldwide.

**Bengaluru, October 12, 2023**

**Mphasis**, (BSE: 526299; NSE: MPHASIS), an Information Technology (IT) solutions provider specializing in [cloud](#) and [cognitive](#) services, has today 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 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. 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 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."

### About Mphasis

Mphasis' purpose is to be the "Driver in a Driverless Car" for global enterprises by applying next-generation design, architecture, and engineering services, to deliver scalable and sustainable software and technology solutions. Customer-centricity is foundational to Mphasis, and it is reflected in Mphasis' [Front2Back™](#) Transformation approach. Front2Back™ uses the exponential power of cloud and cognitive computing to provide a hyper-personalized (C= $X^2C^2=1$ ) digital experience to clients and their end customers. Mphasis' Service Transformation approach helps 'shrink the core' through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis' core reference architectures and tools, speed and innovation with domain expertise and specialization, combined with an integrated sustainability and purpose-led approach across its operations and solutions are key to building strong relationships with marquee clients. Click [here](#) to know more. ([BSE: 526299](#); [NSE: MPHASIS](#))

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