

# T20 cricket is so popular in India



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If you begin a conversation about sport and India, the chances are that there is just one sport that comes to mind: cricket. This is a sport that has long been popular in the country with a population bordering on fanaticism. There are many in India who will go as far as to plan their lives around cricket to ensure that they catch every match.

With the sport already being so popular, the T20 format took this to the next level. What is it about T20 that has those in India raving? Let's take a look.

## Cricket betting

Those in India have always been fans of placing bets on cricket. Being able to review [cricket live odds](#) makes this an exciting pastime. The problem with the traditional format of the game though was that there was such a long wait for the outcome. T20 changed all of that.

With T20 cricket, a match lasts around the same time as a football match. This has seen those in India experience cricket betting in a whole new way. A way where there is little waiting for the results. There are estimates that around 80% of all sports bets in India are placed on cricket matches. T20 has certainly had an influence here.

## A game that can be played with ease

There are some sports that are just too complicated or require too much equipment, to be accessible to all. Cricket isn't one of these sports. It has long been popular in India as kids need minimal equipment and can play anywhere that there is an open space.

Of course, trying to emulate the action of a test match was a little too much. No one had the hours, or days, to recreate the matches played by their sporting heroes. With T20, this was different. Kids are able to play almost anywhere and play whole matches. This sees the next generation being just as passionate about the sport as this one.

## **There's money to be made**

When it comes to T20 in India the truth is that it is a very lucrative sport. Much in the same way as those in the UK are seen to obsess about catching all of the footballing action, those in India want to take in all that T20 has to offer. This has led to huge TV coverage, as well as some spectacular sponsorship deals.

With players such as Sharma and [Kohli](#) being seen as heroes, TV channels fight over the chance to show their next matches and everyone wants these players to be associated with their product.

## **India is set up for success**

T20 cricket's popularity is unlikely to wane. The country has invested heavily into its cricketing infrastructure. This means that teams are constantly planning for the future and always have a steady stream of new players who are ready for [World Cup](#) success.

T20 is accessible to anyone in India. If the right level of potential is demonstrated then everything is already in place to nurture and support talent.