

# Big Cricket League, An Innovative and Unique League Conceived and Executed by Mr. R.P. Singh with 3EA

Category: Business

written by News Mall | February 14, 2025



Mr. Rudra Pratap Singh  
Founder



Dr. Vibhor Mishra  
CEO

In a landmark finale held on December 22, 2024, at Surat's Lalbhai Contractor Stadium, the [Big Cricket League](#) (BCL) concluded its inaugural season, leaving an indelible mark on the cricketing landscape. The league was conceived by Rudra Pratap Singh, BCL's President who also has vast experience as a player, ECB Level 4 coach and over 20 years of experience in management and administration with England Cricket Board and Lancashire County Cricket Club / Board with [Dr. Vibhor Mishra](#), principal consultant and CEO of [3EA](#) Global. Developed within the strategic vision of team 3EA, the league is set to change the face of the game by opening up avenues for aspiring cricketers and uniting fans and professionals in unimaginable ways.



## **Mr. Rudra Pratap Singh Founder**

Behind the razzmatazz was a mission: to uncover and nurture the raw talent of India. Inspired by reality shows like Indian Idol and Dance India Dance, the BCL's nationwide talent hunt scoured the country for young players brimming with potential. The journey didn't end there; shortlisted players had the opportunity of a lifetime, rubbing shoulders with cricketing legends and playing for teams like the Northern Challengers, UP Brij Stars, Rajasthan Regals, MP Tigers, Mumbai Marines, and Southern Spartans.

In a press interaction, Mr. Rudra Pratap Singh, Dr. Vibhor and Mr. Pranav Bhaskar, Business Partner at 3EA, shared their insights into the league's vision, journey, and future.

### **Q: How did the idea for the Big Cricket League (BCL) take shape**

**Mr. Rudra Pratap Singh**, *"BCL started off on a very simple yet profound thought: re-imagine the discovery and celebration of cricket in India. There are cricketers across India, small-town and big-town, for whom opportunities just do not exist. Our vision was to establish a league that combined the thrill of professional competition with the development of local players. Having a talent hunt is not some kind of gimmick; its what BCL is all about."*

### **Q: BCL's inaugural season attracted millions of viewers and**

**significant sponsorship. What do you think contributed to this massive response**

**Dr. Vibhor Mishra**, *"A combination of factors worked in our favor. First, the leagues format-a mix of talent discovery, competitive cricket, and entertainment-resonated with fans. Second, the franchise model attracted celebrity team owners, including actress Raveena Tandon and her daughter Rasha Thadani, as well as Supreme Court lawyer Sana Raees Khan who amplified the leagues visibility. Partnerships with brands such as Pepsi and EaseMyTrip played a big role, giving the league associations with well-known brands and credibility. Finally, Sony Liv enabled us to reach a wide audience of cricket fans nationwide, with high-quality production comparable to international leagues."*

**Q: With so many leagues in the cricketing ecosystem, how does BCL differentiate itself**

**Mr. Pranav Bhaskar**, *"The BCL is unique as it breaks the conventions of a traditional cricket tournament. Unlike other leagues, which have mainly focused on well-known stars, we look out for and cultivate the next crop of stars. Secondly, with celebrity ownership, match excitement, and an exciting environment, there will be maximum appeal across diverse audiences, from avid followers to passersby. Our sustainable model will ensure continued growth and success in the BCL in the future."*

**Q: The league's structure seems ambitious, with six teams and players from different backgrounds. How was this managed so seamlessly**

**Mr. Rudra Pratap Singh**, *"The leagues success came down to building a strong sense of unity and ensuring our players felt supported. We focused on understanding what each player needed to succeed, both on and off the field. It wasn't just about the wins on the scoreboard-it was about creating a positive, inclusive environment for everyone. The insights from Dr. Mishra and his team played a big role in guiding us. Their*

*focus on player development and ensuring the league's sustainability was invaluable."*

**Q: With Season 2 announced, what new elements can fans look forward to**

**Mr. Pranav Bhaskar**, *"We are always looking to innovate, and Season 2 will raise the bar. One of the most exciting additions is a reality TV component that will document the players journeys-their struggles, triumphs, and personal moments. Fans will get a behind-the-scenes look at how teams prepare, bond, and compete. This will create a deeper connection between players and fans while adding an entirely new dimension to the league."*

**Q: How do you see the Big Cricket League impacting Indian cricket in the long term**

**Dr. Vibhor Mishra**, *"The BCL has the potential to be transformative. By giving young players a platform to showcase their talent, we're broadening the pool of cricketers available for higher levels of competition. At the same time, the league's entertainment-driven approach ensures that cricket remains appealing to younger audiences, securing the sport's future in India. Beyond cricket, BCL is creating opportunities for businesses, broadcasters, and even local economies. We're not just building a league; we're creating an ecosystem that nurtures talent and inspires millions."*

*"With six teams battling it out in some truly nail-biting matches, and a format that seemed to really connect with our diverse audience, I think weve laid the groundwork for an amazing future for the league. As we gear up for Season 2, the Big Cricket League, with the incredible support of 3EA, is ready to take things to the next level. I want this league to be more than just a cricket tournament. I want it to create lasting memories for fans, a unique blend of exciting matches and top-tier entertainment,"* **Mr Rudra Pratap Singh** concluded.

3EA which is a 13 year old Indian, leading management

consulting group, operating in five countries has created one more story of success by designing the business model after a feasibility study based on pan India survey to make the dream project of Mr. Rudra Pratap Singh successful.

For more information, check out [www.bigcricketleague.com](http://www.bigcricketleague.com)

