

Cricket, Giveaways, and Roar: Parimatch LAKHY Crew Lights Up Lucknow City

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Last week, Parimatch, the #1 global gaming platform, turned up the volume with the LAKHY Crew Drive-a high-energy roadshow that roared through the streets of Lucknow. Just ahead of the

Indian T20 League final, fans were treated to a wild surprise: an up-close encounter with Parimatch Brand Hero, LAKHY THE TIGER.



Parimatch LAKHY Crew Lights Up Lucknow City

Held on May 25, the thrilling 35-kilometer roadshow lit up Lucknow. It spanned six iconic city landmarks-Rumigate, the Imambara (including the Clock Tower), Sharmachai, Janeshwar Mishra Park, Ekana Stadium, and Ansal-with each stop turning into a vibrant fan fest, bringing the spirit of cricket to life on the streets.

Four brand promoters, each representing LAKHY THE TIGER, led the campaign atop a sleek, Parimatch-branded open jeep. Dressed head-to-toe in yellow-and-black costumes and helmets-the brand's signature colors-they kept the Parimatch flag waving proudly as they cruised through the city, stopping at each location to engage with passersby.

People were invited to scan a QR code and register on the Parimatch platform for a chance to draw a ticket from the lottery drum and instantly win branded Parimatch shoppers or panama hats. There was also another way to grab branded merch-by following the Parimatch Instagram account.

The electrifying drive wasn't just about giveaways-it was about creating memories. At every stop, people gathered to take photos, vibe with the LAKHY crew, and enjoy the festive cricket atmosphere.

Reflecting on that day, LAKHY THE TIGER roared a powerful message for the crowd, *"ROARRR! Lucknow, you brought the heat-and I brought the roar! From every corner, I felt your passion. Let's carry that energy forward-log in to Parimatch, back your favourites, and win like true champions! The tournament's not over till the last ball is bowled-so gear up and claim your glorry!"*

But the fun and prizes don't stop there-you still have a chance to join the fabulous **"JEET KA TYOHAAR"** Grand Tournament, Parimatch's biggest celebration of the Indian T20 League. With a massive total prize fund of Rs. 5.8 crore,

there's still a Porsche Cayenne up for grabs, along with Dyson and Apple tech gadgets, gold, premium fashion prizes, and much more. Join the Tournament and make your predictions before it's too late-this is your moment to win big!

