

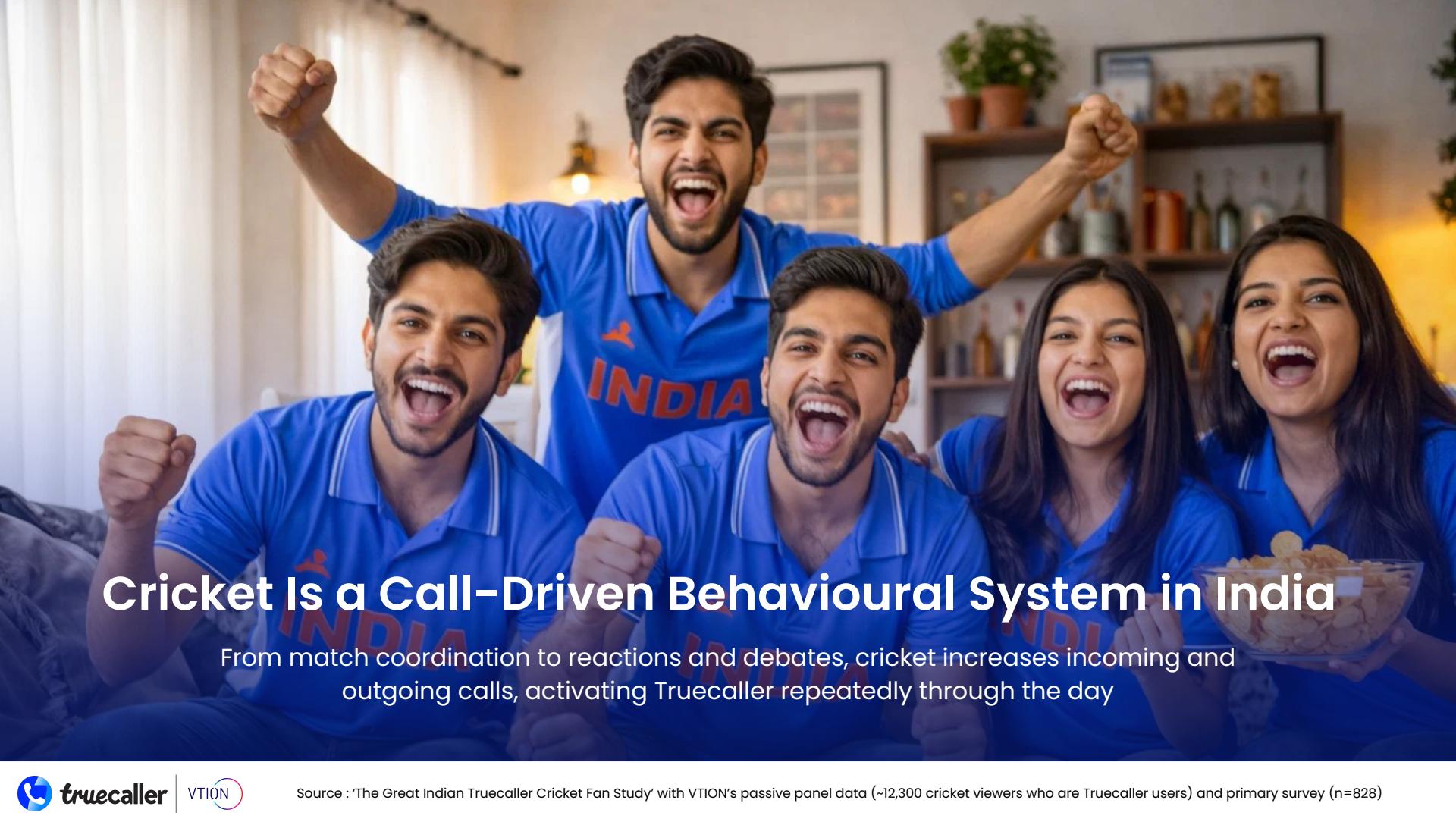
THE GREAT INDIAN CRICKET FAN ON TRUECALLER

When Cricket Peaks, Calls Spike. Truecaller Is
Where Fans Show Up During Call Moments.



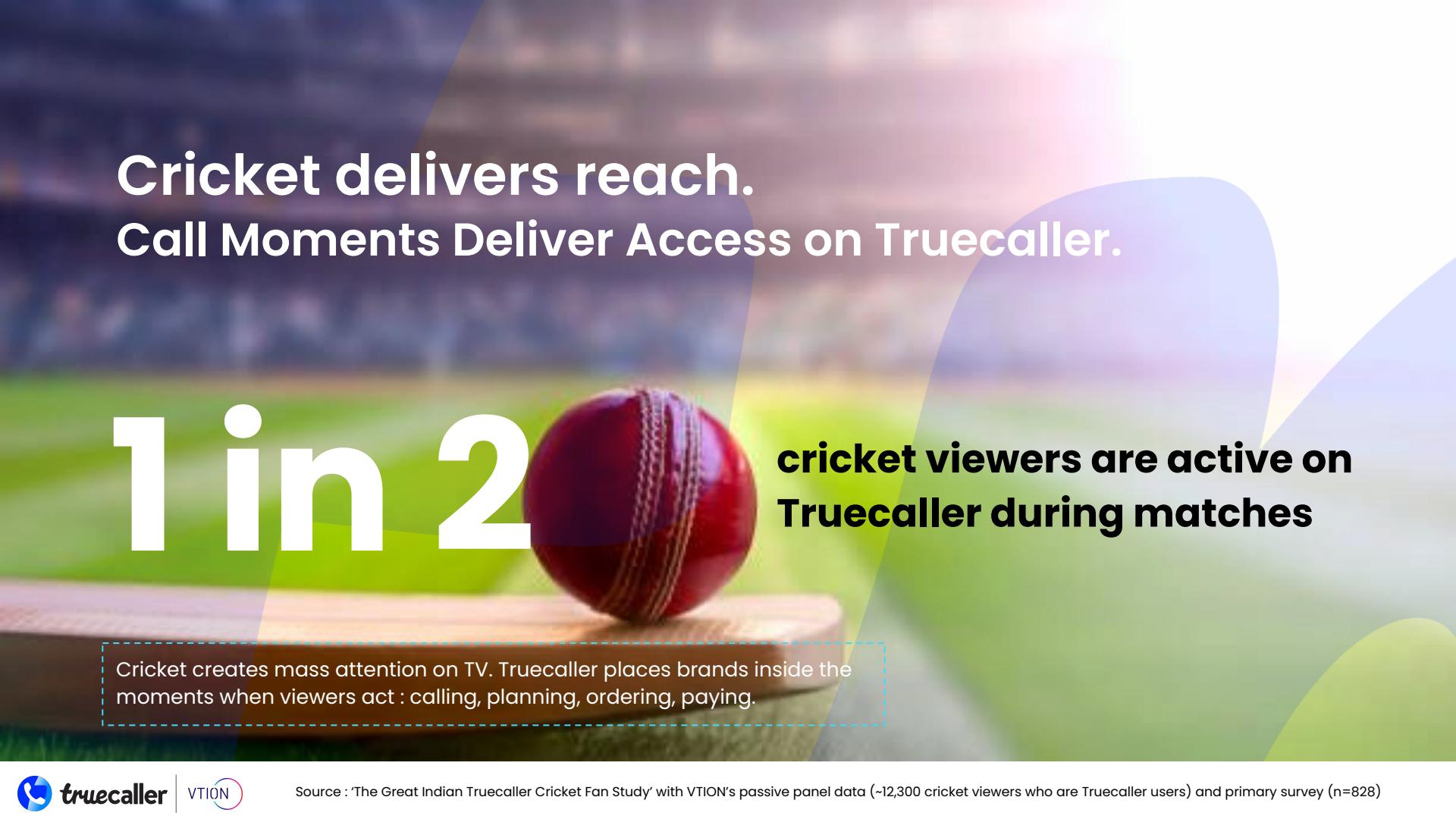
Insights from a study conducted with VTION





Cricket Is a Call-Driven Behavioural System in India

From match coordination to reactions and debates, cricket increases incoming and outgoing calls, activating Truecaller repeatedly through the day



Cricket delivers reach.
Call Moments Deliver Access on Truecaller.

1 in 2

**cricket viewers are active on
Truecaller during matches**

Cricket creates mass attention on TV. Truecaller places brands inside the moments when viewers act : calling, planning, ordering, paying.

Cricket-Driven Call Spikes Deliver Incremental Users to Truecaller

+21%

*Incremental
active users vs
pre-cricket
baseline

Cricket drives a surge in match-time calling and incremental active usage on Truecaller versus pre-cricket baselines.

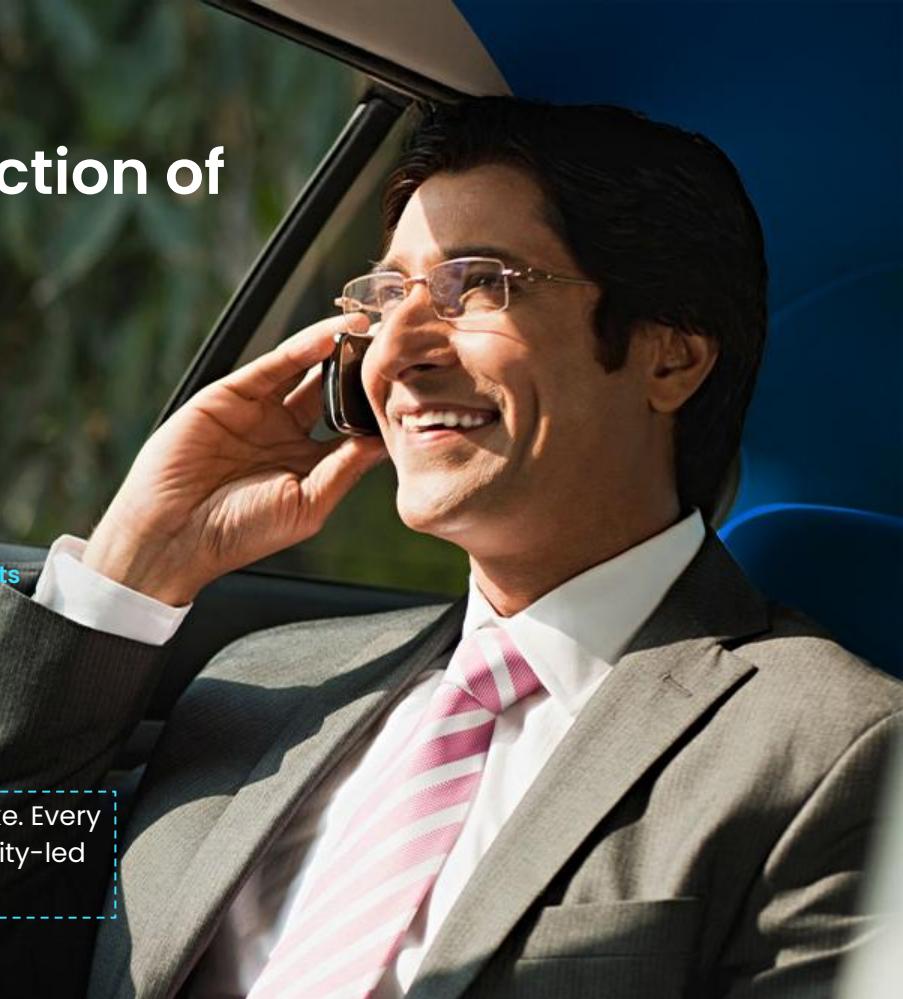


Truecaller Sits at the Intersection of Cricket, Calls, and Trust

310M

users are reached
through call moments
where identity and
trust are critical

During cricket moments, high-intent calling and coordination spike. Every call activates Truecaller, placing brands inside non-skippable, utility-led moments that command attention by default.



Cricket Reach on Truecaller Skews Premium, Urban, and High-Intent Callers

51%

NCCS A



52%

NCCS B



52%

Mega Cities



54%

West India



56%

Weekend viewers



Across **NCCS A/B, Metros, and Weekend-heavy viewers**, Truecaller penetration exceeds 50% among cricket viewers.



Call Moments Make Truecaller the Go-to Screen During Cricket

During cricket, the phone becomes the primary screen because calls are harder to ignore than other media formats.

Every incoming and outgoing call activates Truecaller. Making it the most consistent point of attention even while other content plays in the background.

Commerce actions are triggered from repeated call moments on Truecaller



As cricket drives a surge in incoming and outgoing calls, Truecaller becomes the launch point for commerce actions across key categories. These actions originate from repeated call moments where Truecaller is already open.

Stronger Female Call-Led Engagement on Truecaller

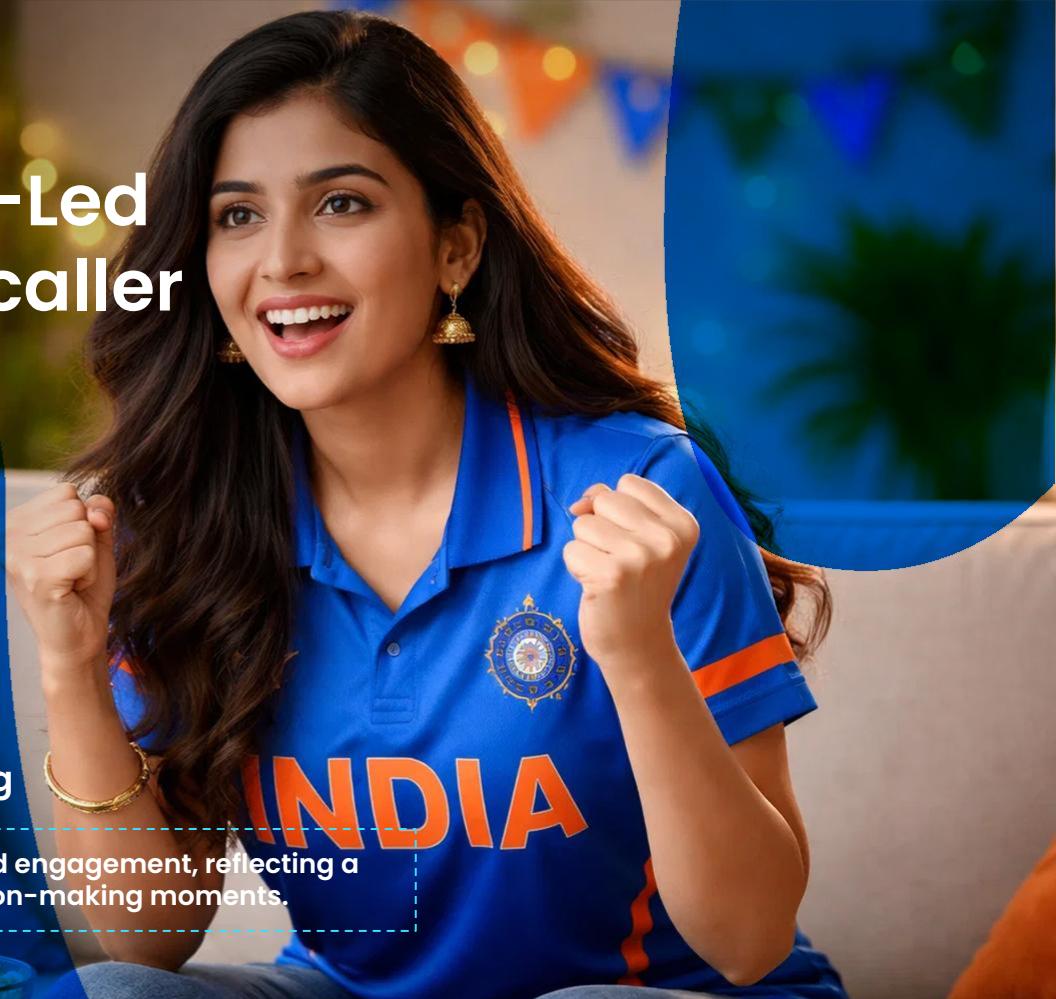


1.25X

Higher Call-Led Engagement Among Women on Truecaller During Cricket Season

Stronger engagement in:
Food ordering | Payments | Fashion browsing

During cricket, women on Truecaller show deeper call-led engagement, reflecting a stronger role in coordination, planning, and group decision-making moments.



Trust matters more during high-emotion cricket call moments

High-Emotion Cricket Moments Increase the Need for Trusted Call Environments.



Where People Trust Ads Most During Cricket Call Moments

41%

say the most trusted, least-disruptive ad environments during cricket are utility-led, with calling environments ranking among the top, alongside payments.

As India's largest calling environment, Truecaller is one of the most trusted, least-disruptive ad environments during cricket.



Trust-Driven Payment Decisions Begin with Call Moments on Truecaller

During cricket, low-distraction call environments shape confidence in high-stakes decisions.

27%

avoid experimenting with payments during high-stakes cricket moments, relying instead on trusted call-led environments.

This is the same trust behaviour that makes Truecaller's calling environment powerful during cricket.

Cricket keeps calling, coordination, and commerce active beyond tournaments.

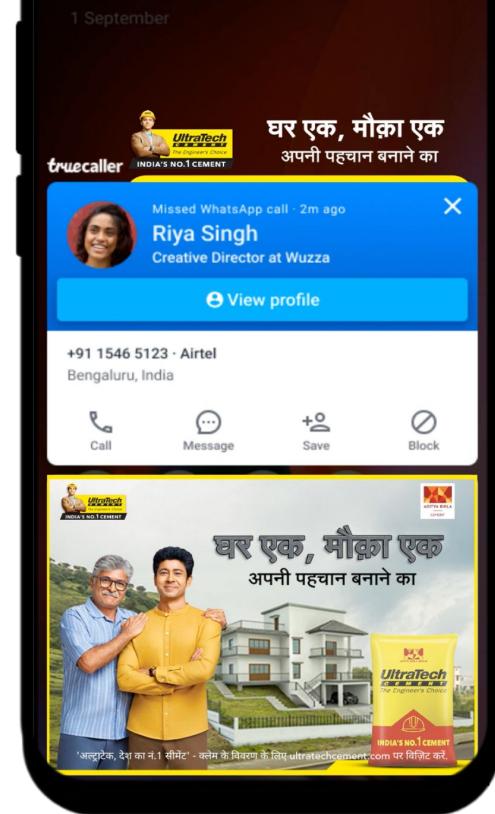
Estimated

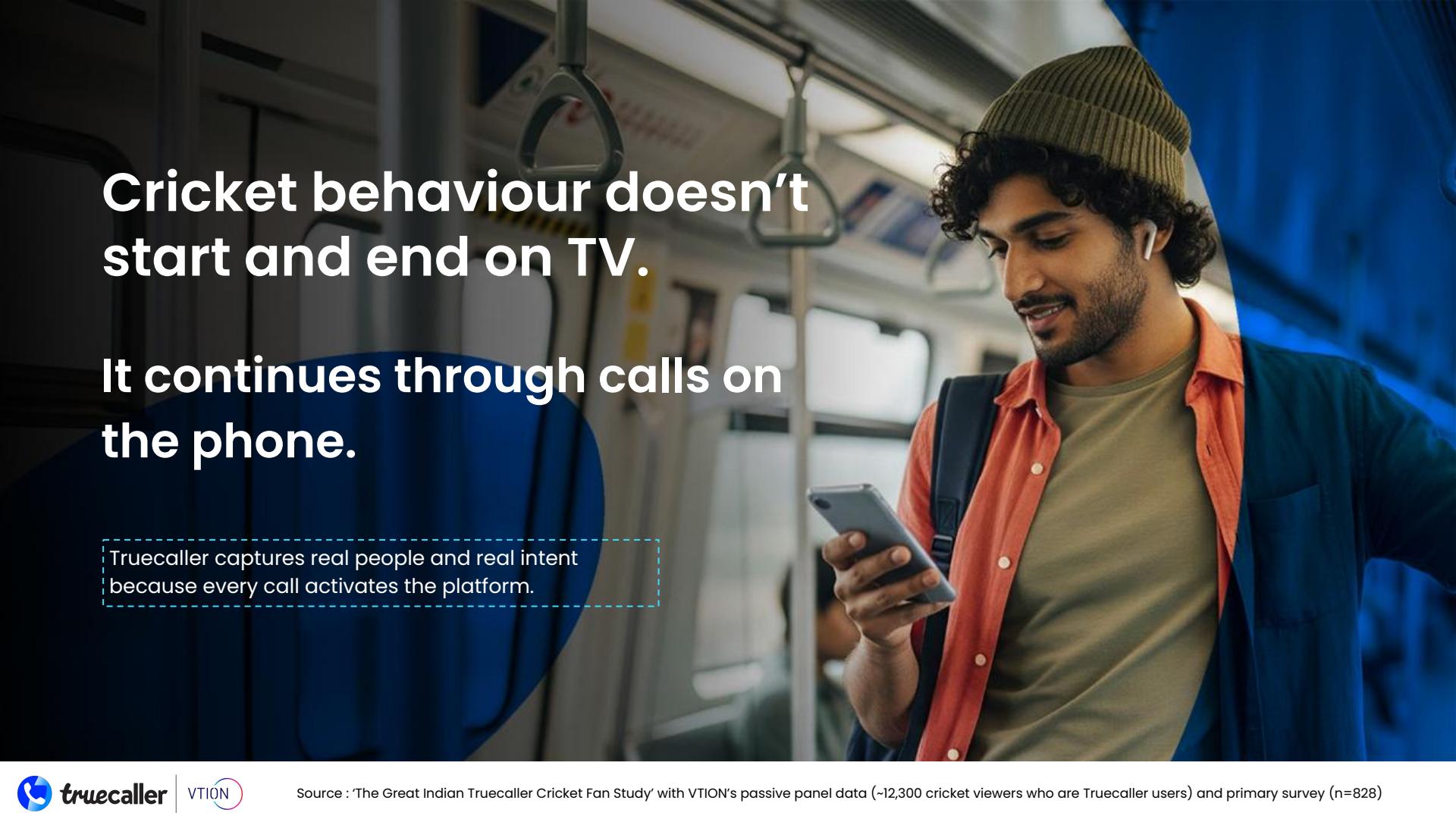
98.5M

*Truecaller users follow weekday cricket

Estimated 98.5M Truecaller users engage with cricket beyond major tournaments, keeping call-led coordination and conversations active year-round.

*Estimated based on passive mobile behaviour analysis and extrapolation to Truecaller's India user base.





**Cricket behaviour doesn't
start and end on TV.**

**It continues through calls on
the phone.**

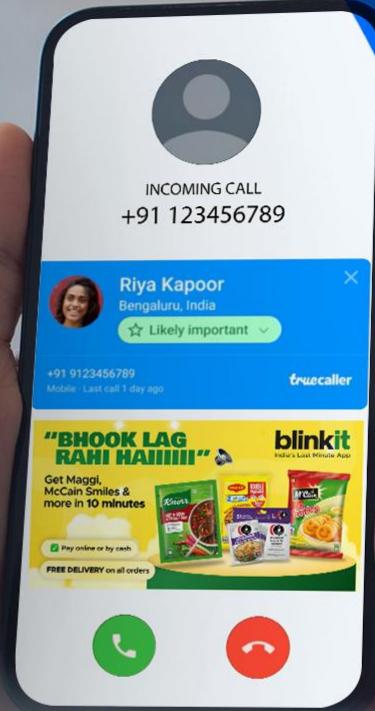
Truecaller captures real people and real intent
because every call activates the platform.

76 percent of cricket viewers use their phone while watching matches.

76%

use phone “all the time” or “sometimes” while watching

They message, check scores, order food, and make payments. What triggers most of these actions is considered coordination, and coordination starts with a call.



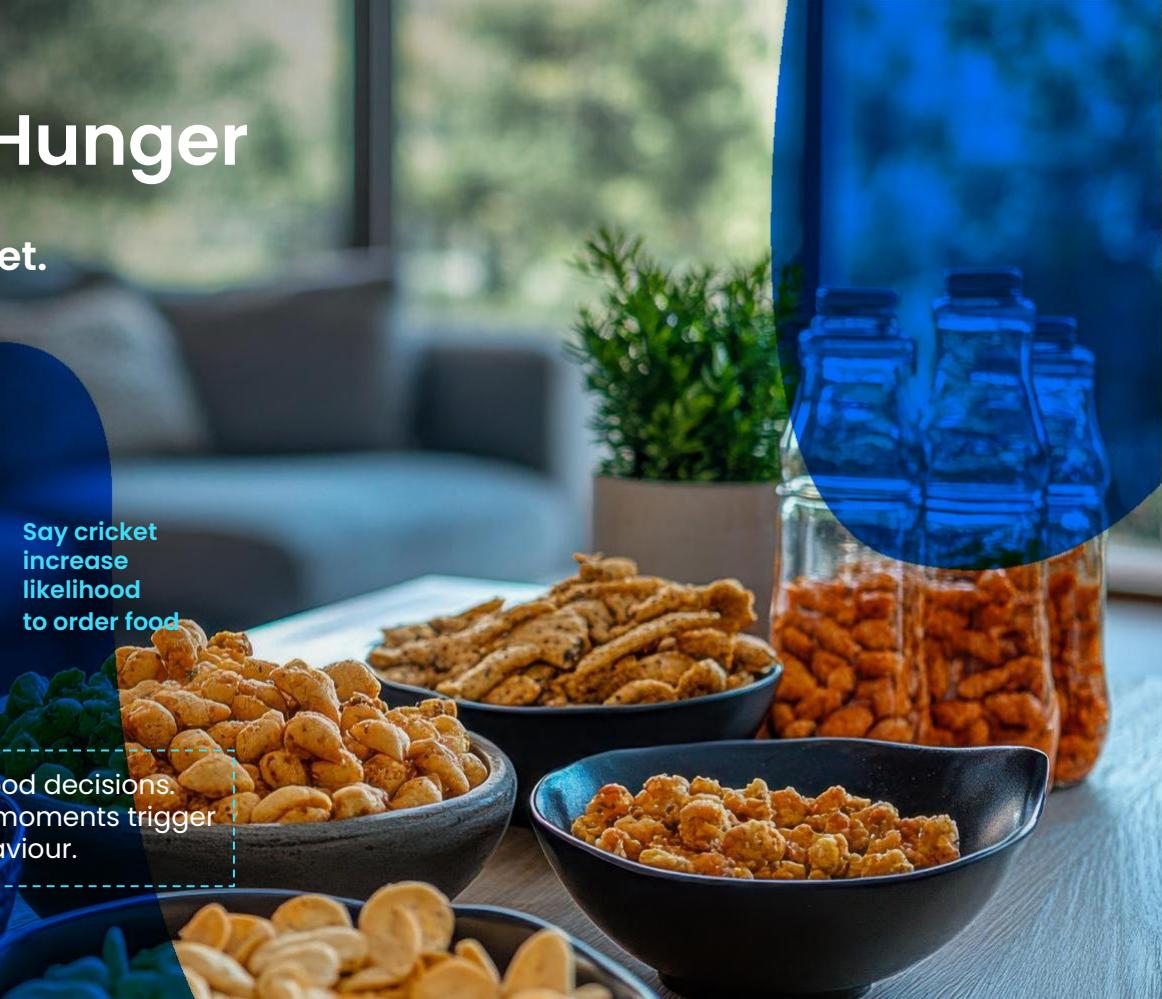
Cricket Creates Hunger

Food is not incidental to cricket.
It is part of the experience.

70%

Say cricket
increase
likelihood
to order food

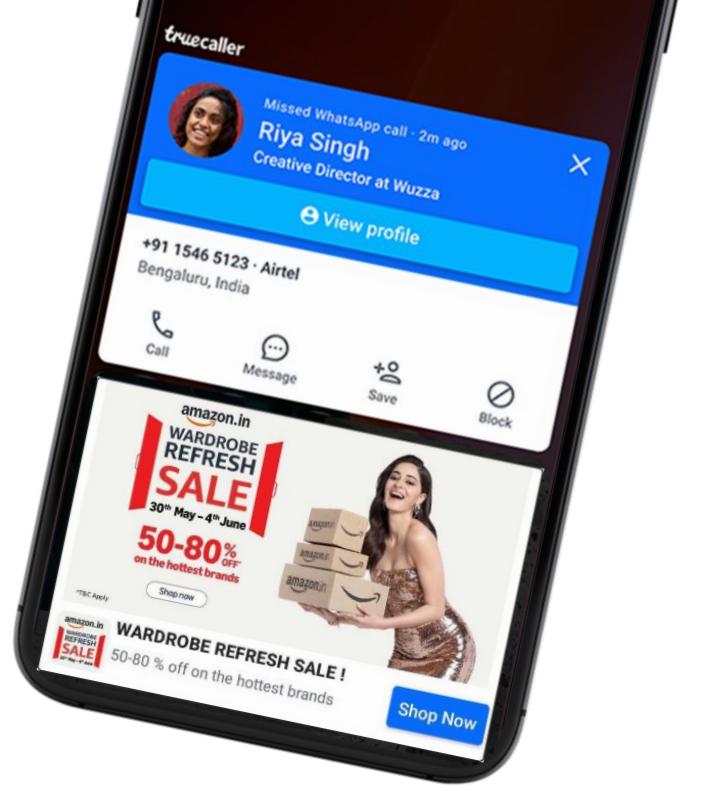
During cricket, call-led coordination drives food decisions.
Group plans, shared viewing, and changing moments trigger calls, which then translate into ordering behaviour.

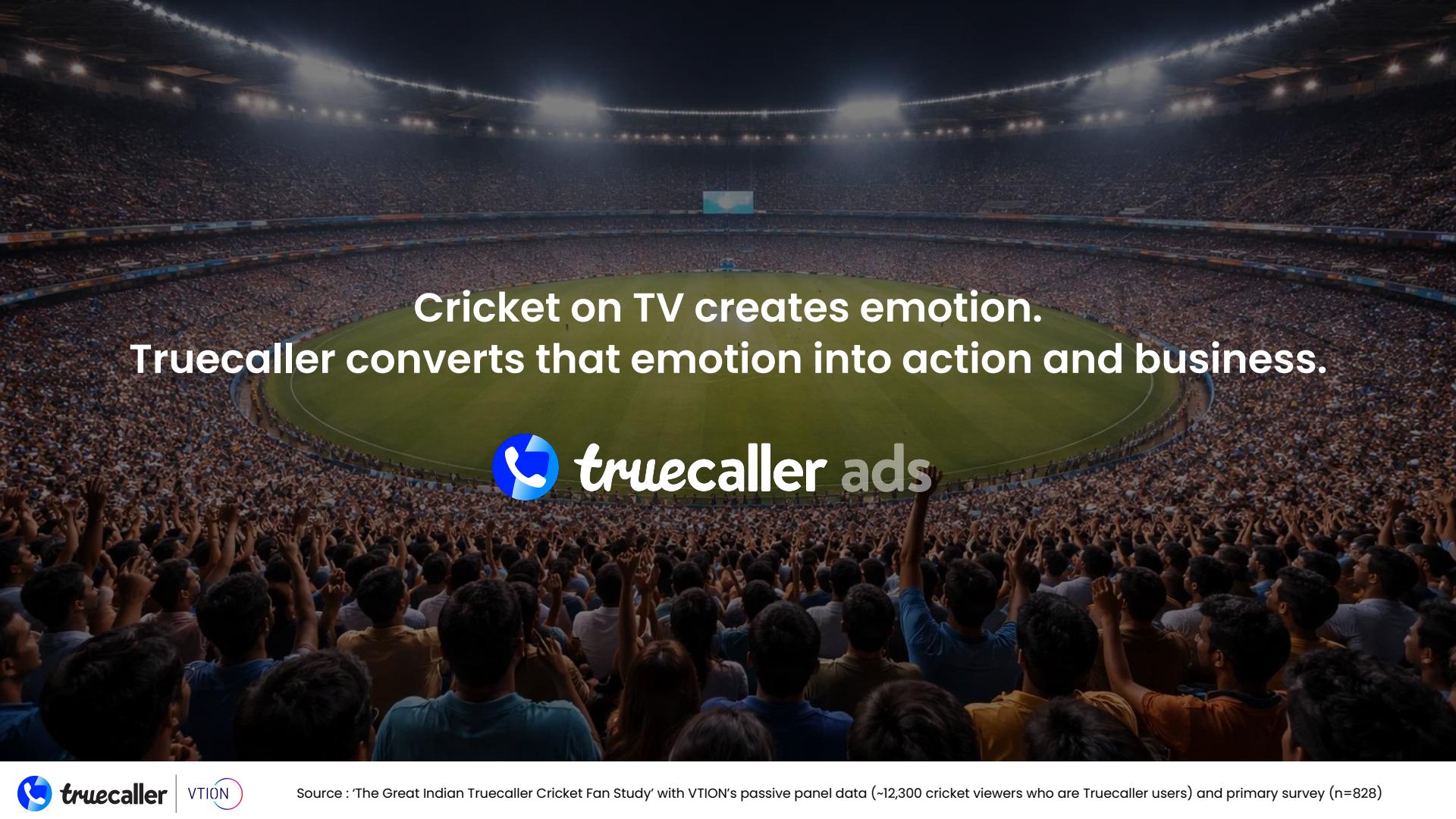


Why Calling Screens Matter

Calling Moments Are Decision Moments

Calls happen before plans, orders, and actions. Calling screens offer unavoidable visibility in a utility-led context, resulting in high attention and low perceived distraction.





Cricket on TV creates emotion.
Truecaller converts that emotion into action and business.



About

Report by Truecaller in partnership with VTION.

About Truecaller Ads:

Truecaller Ads provides brands access to a high-trust mobile environment shaped by verified identity signals. With advanced targeting options and a verified user base of 310 million in India and 450 million globally, Truecaller enables advertisers to connect with audiences whose attention is active, intentional, and rooted in clarity.

Authored and curated by Archana Roche
Global Head of Measurement & Analytics, Truecaller

About VTION:

VTION is a digital intelligence platform that provides passive mobile-behaviour measurement and real-world insight into India's smartphone users helping marketers plan with precision and understand authentic audience actions.

Methodology

The Great Indian Cricket Fan on Truecaller is based on continuous passive mobile-behaviour measurement, capturing real smartphone usage in the background rather than relying on recall or self-reported behaviour. All insights reflect what users actually do on their devices during cricket.

The study combines passive mobile behaviour signals from approximately 12,300 cricket viewers who are Truecaller users and a primary survey of 828 respondents analysed in partnership with VTION, a digital intelligence platform specialising in passive mobile-behaviour measurement. Primary survey fieldwork was conducted among cricket viewers in Dec 2025. Passive mobile behaviour was observed continuously across the March-May 2025 cricket window and benchmarked against a pre-cricket baseline.

The passive panel is weighted to represent India's urban smartphone population across age, gender, NCCS, and geography, and reflects India's Android-dominant ecosystem. Behaviour is tracked continuously over multiple weeks and analysed against pre-cricket baselines to identify meaningful shifts in usage and intent.

All data is fully anonymised and aggregated, with no personally identifiable information collected or used. Findings are based on consistent behavioural patterns, providing a 95% confidence level in the directional insights reported.

Cricket may be played on the field.

But its decisions are made on the phone.