

GuardianLink launches its largest NFT marketplace Jump.trade by taking Cricket to the Metaverse with its P2E Game the 'Meta Cricket League'

With 9 out of 10 Indians huge cricket fans, the market capitalization for a cricket-based P2E game is enormous

New Delhi June 2022: GuardianLink's novel NFT marketplace and D2C platform Jump.trade that focuses on gaming NFTs and International brands, is all set to launch its maiden gaming venture – Meta Cricket League at the end of June. This is a new Play-To-Earn game that is driven by NFTs and allows players to earn cash prizes and other rewards by climbing leaderboards or challenging other players. The game is set to instill the excitement of real-world cricket into the experiential Web3 format.

The Meta Cricket League will be available on all Mobile and Web Platforms to provide easy access to gamers everywhere. This will enable seamless and easy onboarding as Gamers will have the chance to play-on-the-go and from anywhere. Interestingly, the Game's initial NFT was sold for \$25 but with its value multiplying in a very short time, the NFT is now being traded in values exceeding 100x and 200x.

With cricket constituting an integral part of the national fabric, a whopping 93% of Indians were found to be devout fans of the sport. With 9 out of 10 people in the country hardcore lovers of cricket, the potential market capitalization of cricket-based P2E games is simply too enormous to pass. This is further evident from the fact that cricket games in the Google Play Store account for the highest number of downloads grossing well over 250 million.

Speaking on the occasion, Ramkumar Subramaniam, Co-founder & CEO of GuardianLink., said, "We are extremely delighted to have emerged as the flag bearers of the NFT bandwagon in the country. With NFTs not being restricted to just mere digital indulgences and entering the mainstream with their numerous applications, the launch of The Meta Cricket League (MCL), a cricket-based NFT game that allows players to earn while they play is certainly a dream come true for gamers across the country. Cricket as a sport already rules the hearts of countless Indians and we are confident that the MCL will be a sensational success story with NFT enthusiasts and gaming lovers everywhere."

Highlighting Jump.trade's user base, the number of sign-ups on the platform has touched 1L now. Also, being 1L wallets filled, with around 10,000 new visitors joining the ecosystem daily. The average trade volume of the overall project in a day is around \$10,000 to \$25,000 worth of trades, With a percentage of 85% of men and 15% of women NFT holders in the ecosystem. Precisely serving the purpose of enhancing this new norm of accelerating digital assets for the betterment.

With such exponential demand and hundreds of millions of potential players within the Play-to-earn revolution, Cricket will be one of the largest gaming segments in the space. Just as

Cricket unites people of all ages, regions, and languages in India, the P2E Cricket game MCL will prove instrumental in uniting Web 3 with India.

ABOUT [GUARDIANLINK.IO](#) & JUMP.TRADE

GuardianLink.io is a pioneer and innovator of NFT Technologies with its roots embedded in the Blockchain world since 2016. As the inventor of Anti. Rip and Wallet.Cipher technologies for the NFT world, GuardianLink has developed one of the first frameworks of Legitimacy protocol for the NFT ecosystem. Its the deep base of over 350+ product avengers and NFT artists provides global execution capabilities for deploying the NFT Auction platform and Exchange Framework with fiat and crypto currency support. With global brands and exchanges running on the GuardianLink.io platform and its zero-gas fee layer 2 blockchain, it has a proven track record of scalability, accessibility, and extensibility. Jump.trade is a web3 NFT marketplace launched by GuardianLink. The platform features NFTs of international brands and celebrities as well as games.