



Case Study – Kandahar Knights

By Cylsys Software Solution Pvt. Ltd.

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The Client

Kandahar Knights are a franchise cricket team which participates in the Afghanistan Premier League (APL) which is an annual 20 -20 Cricket tournament held in the United Arab Emirates. They joined the Afghanistan Premier League as one of its original members in 2018. The team comprised not only players from the Afghanistan national cricket team, but also marquee players from New Zealand, West Indies and Pakistan

The Challenges

The owners of the Kandahar Knights franchise wanted to take things a notch up for the franchise in the 2019 Afghanistan Premier League edition which was scheduled to be played out in Dubai city in the United Arab Emirates. The entire assignment of creating visibility for the franchise on all the social media platforms through innovative digital campaigns was entrusted to Cylsys Software. Kandahar Knights also needed Sponsors for the forthcoming APL edition. This critical task was also assigned to Cylsys Software.

How did Cylsys help

The digital campaign was immediately taken up by the Digital marketing team at Cylsys. The team of 8 team members with an exceptional track record of running successful digital marketing campaigns for some of the marquee brands went about doing their work with clockwork precision. The challenge was this franchise was not very well known and the campaigns had to target a specific audience for the campaign to be successful. The Sponsorship was handled by the Business development team of the Unicorn Ops business vertical based in the Dubai office of Cylsys Software. They had a real task at hand. Since the event was going to be held in Dubai, they had to target Brands who were present in the United Arab Emirates and would want to associate with a Sporting event. Also, the performance of the Kandahar Knights franchise in the previous edition was not very promising. So the team had to also convince Sponsors about the Team changes undertaken for this edition and the vision of the Owners for the 2019 edition..

The Outcome

The Digital Marketing Team & the Sponsorship team came out with flying colors in the campaign. The digital campaign team ensured that each post across social media reached the maximum audience and received high number of likes and comments. The team also redesigned the Kandahar Knights website and created its Wikipedia page.

The Sponsorship team also managed to acquire Sponsors of Big brands based in the United Arab Emirates who were convinced to partner with the Kandahar Knights franchise and gain the exposure from this very prestigious Sporting event in the United Arab Emirates.

Our Clients

We have worked with the following clients on different modules based on the requirements.

I do hope that this information will help you gain a clear idea of what we can offer, and that we can become a recognized vendor for your organization.

						
						
						
						
						
						

The Cylsys Group

Introduction

Cylsys Software Solution Pvt. Ltd. was founded in the year 2010 and has been scaling new heights in the various verticals of Information Technology

Be it Software Development,, Applications Development, IT Staffing , Digital Marketing or the newly launched Unicorn Ops, Cylsys Software leverages its expertise in Information Technology to deliver path breaking Solutions which enables a Business in any industry to embrace its potential and deliver spectacular results.

We Partner Businesses to achieve their Business goals through our various Software Solutions.

Cylsys Software provides 360 degree solutions in the IT domain.

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