

Another "VIKTRE" for India

MUMBAI, March 23, 2017 /PRNewswire/ -- Today VIKTRE, a content publishing platform and online community for professional athletes and fans, celebrated its expansion into the Indian market. Alongside dozens of India-based partners, the sports networking site kicked off its latest project with Anil Kumble, Virat Kohli and Harbhajan Singh, the head coach, captain and former leading spin bowler of the Indian cricket team, respectively.



Curated to showcase the life of an athlete, VIKTRE provides a multi-faceted network and community for professional athletes to connect on a more personal level with their fans. The platform features two interfaces: One for fans to interact with their favorite athletes via exclusive content, and one for professional athletes of all levels to interact with each other in a private, peer-to-peer setting.

"Launching in India has been an enormous goal of ours since day one," said Al Steele, founder and CEO, VIKTRE. "We are thrilled to commemorate our expansion with these amazing athletes and delegates, who have helped us celebrate the rich sports culture in India. VIKTRE is all about embracing and celebrating the craftsmanship of athletes and the loyalty of sports fans. There's few places on earth that have the same enthusiasm as Indian players and fans."

Already operating in North America, VIKTRE is eager to develop a footprint in India. The company is currently partnered with over 1,000 of the world's most influential athletes, representing a myriad of sports and interests from golf to football and now cricket and boxing.

"VIKTRE's unique way of communicating with fans and athletes allows me to tell my personal stories – about cricket, charity, and family – all in my own voice and from my distinct point of view," said Anil Kumble, head coach of the national Indian cricket team. "It is wonderful to see a Canadian company investing in India, in Indian athletes and Indian sports. "

The official launch event was held at the Cricket Club of India in Mumbai with delegates and athlete partners from around the world. John Tory, mayor of Toronto, Canada, was also in attendance to represent and celebrate the prosperity of Canadian-Indian business relations, both in India and Canada. The launch of VIKTRE in India marks a new exciting chapter for all those involved.

The social network can be accessed online or via its iOS and Android app. You can learn more about VIKTRE and the thousands of athletes sharing their lives on the network at VIKTRE.com.



About VIKTRE:

VIKTRE celebrates the life of the athlete – Professional, Olympic and National Team athletes, current and former, from around the world. VIKTRE's content publishing platform recognizes that athletes are among the most influential people on social media and its platform makes it easy for the athlete to own their brand, develop and share original content, and generate revenue.

VIKTRE also offers a private athlete platform built to bring together the more than 3 million current and former athletes in a simple and efficient way. Together, the world's elite athletes can optimize business and social networking in a way that captures long-term value.

Notable VIKTRE athletes include: Twenty three-time gold medalist Michael Phelps; NFL All-Pro Ezekiel Elliott; MLB first overall draft pick Mickey Moniak; two-time Stanley Cup Champion and NHL Hall of Famer Phil Esposito; two-time World Champion PGA Golfer Ian Poulter; all time F1 race leader Rubens Barrichello; World Cup Champion Footballer Roberto Carlos; nine-time Tour de France team winner George Hincapie; gold medal hurdler Mark McCoy; Super Bowl MVP Santonio Holmes; first round NBA draft pick Gary Harris; and WWE star Jay "Christian" Reso.

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