



STRAIGHT DRIVE
PLAY THE FUTURE

STRAIGHT DRIVE CRICKET SIMULATOR



PLAY TOGETHER. WIN TOGETHER.

Turn any venue into a buzzing social hub. Our gamified experience is designed for fun, connection, and competitive excitement.

Perfect for friends, families, and corporate teams looking for an unforgettable active entertainment experience.



GAMIFIED



MULTIPLAYER



SOCIAL



NEXT-GEN EXPERIENCE

IMMERSIVE SIMULATION



Premium Entertainment



UNMATCHED REALISM

Experience cricket like never before with immersive gameplay that puts you right in the stadium.



PRO CHALLENGE

Encounter international-level bowlers delivering varied pace and spin for a realistic challenge.



SOCIAL GAMING

Enjoy social gameplay with friends. Perfect for parties, corporate gatherings, and group fun.



PROVEN ROI

Continuously a top revenue earner in the gaming industry, driving high repeat footfall.



ACTIVE ENTERTAINMENT

Fun for all ages

ENGAGING PLAYER EXPERIENCE



STRAIGHT DRIVE
PLAY THE FUTURE

HUNDREDS OF INSTALLATION IN INDIA



KOZHIKODE



MUMBAI



BANGALORE



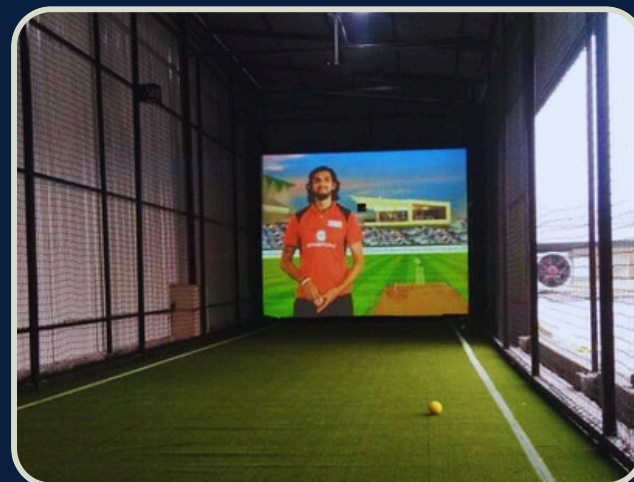
HYDERABAD



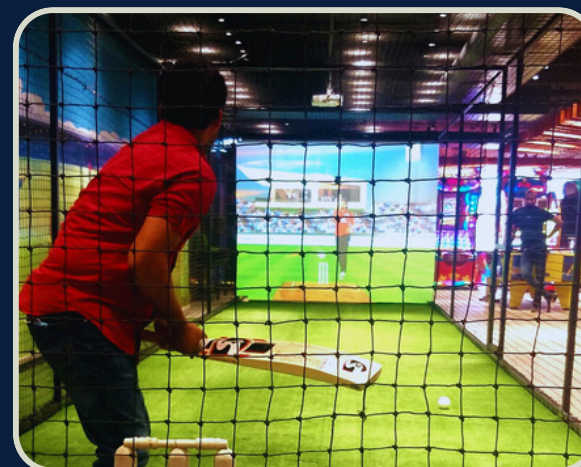
NOIDA



RAIPUR



COIMBATORE



NAINITAL



GURGOAN



INDORE



STRAIGHT DRIVE
PLAY THE FUTURE

REACHING ALMOST EVERY CRICKET PLAYING NATION



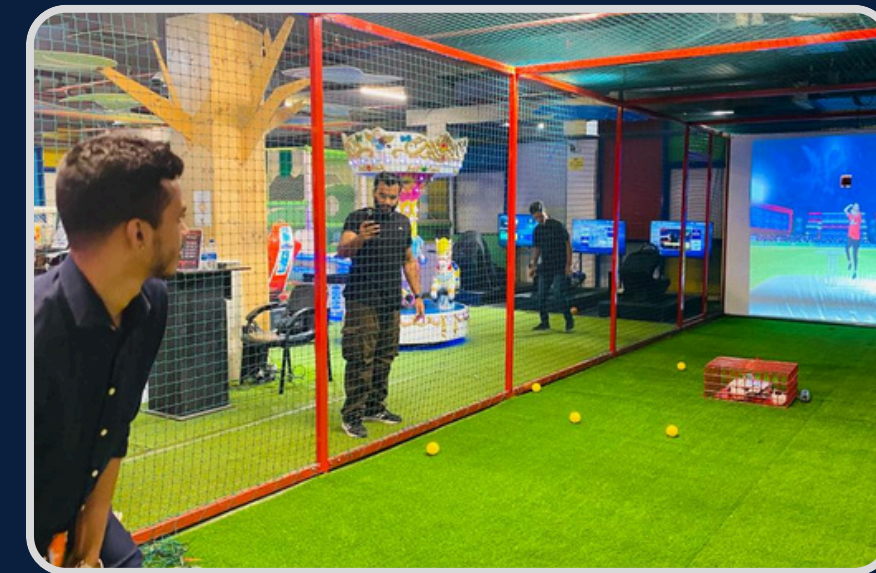
AUSTRALIA



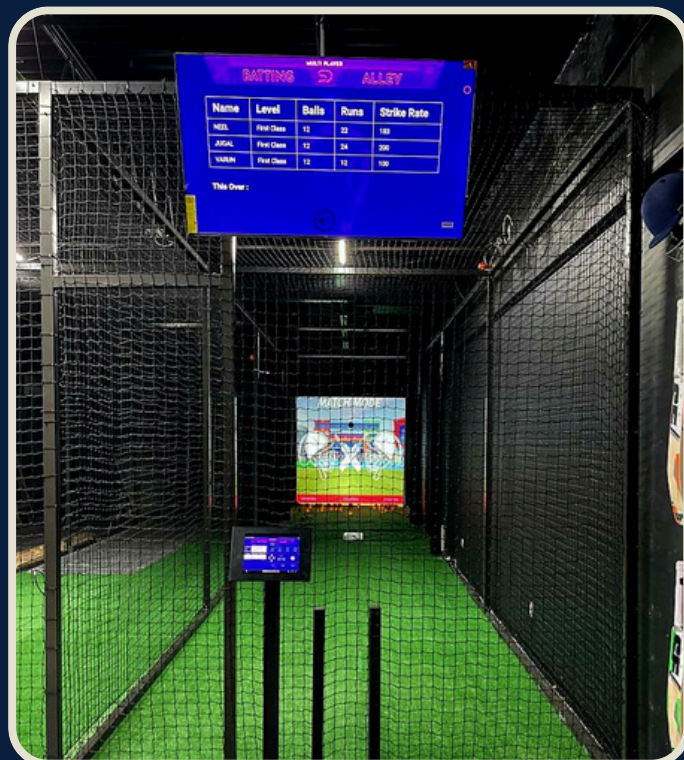
UNITED KINGDOM



SAUDI ARABIA



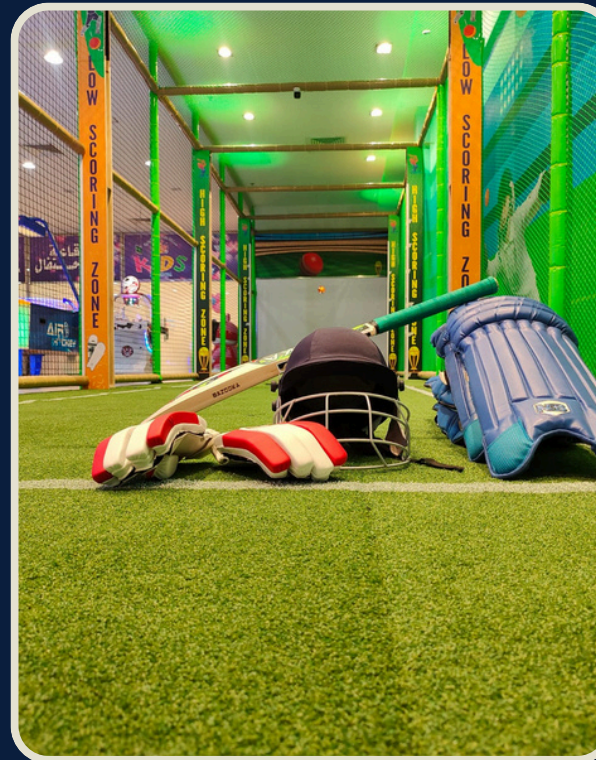
BANGLADESH



USA



CANADA



BAHRAIN



SRI LANKA



SOUTH AFRICA

MAJOR PARTS OF A CRICKET SIMULATOR

1

**BOWLING
SIMULATOR**



2

**GAME
SOFTWARE**



3

**SCORING
SYSTEM**



4

**PROJECTOR
OR LED SCREEN**



5

**VIDEO
REPLAY SYSTEM**



6

**BATTING
CAGE**



SIZE REQUIREMENT IN METERS

MINIMUM

10 X 2.5 X 2.5

IDEAL

15 X 3 X 3

MAX

20 X 3 X 3

THE ROBOT BEHIND THE SCREEN

TURBO SPIN | INTELLIGENT ROBOT

BLOC TECHNOLOGY

BLOC Equipped & Intelligent

- ✓ **Motorized Actuator System**
Adjust line, length, and angles seamlessly via precision control.
- ✓ **Spin & Swing Control**
Master off-spin, leg-spin, and swinging deliveries effortlessly.
- ✓ **Auto Variations**
Intelligent adjustments to simulate realistic bowler unpredictability.
- ✓ **High-Capacity Feeder**
150 Ball capacity allows longer training sessions without interruptions.
- ✓ **BLOC Motors**
Next-gen EV technology ensuring maximum efficiency and durability.



FEATURES | CUSTOMIZATION



MATCH DURATION

- > Custom Overs: Choose any length from 1 to 10+ overs.
- > Flexibility: Quick 5-min games or full match simulations.
- > Event Fit: Tailor timing for corporate events or parties.



BOWLER SELECTION

- > Variety: Spinners, Pacers, or Medium Fast options.
- > Strategy: Match the bowler to the batsman's weakness.
- > Control: Operator can switch bowlers between overs.



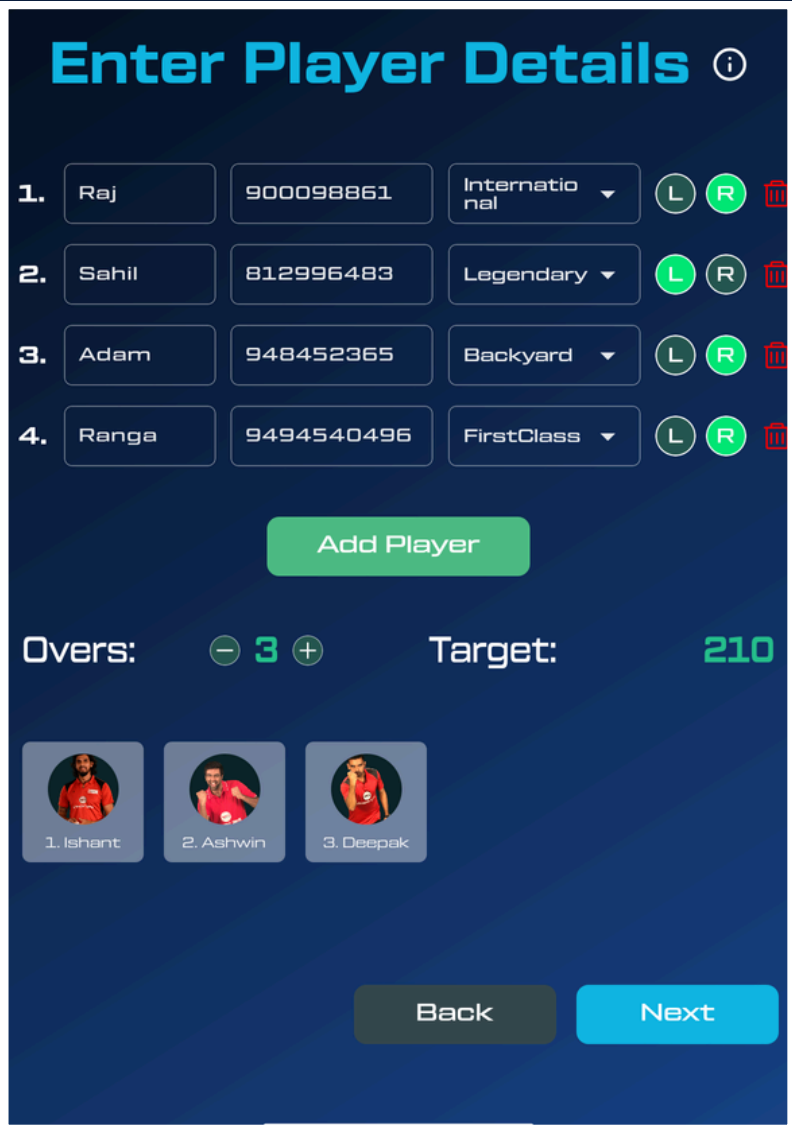
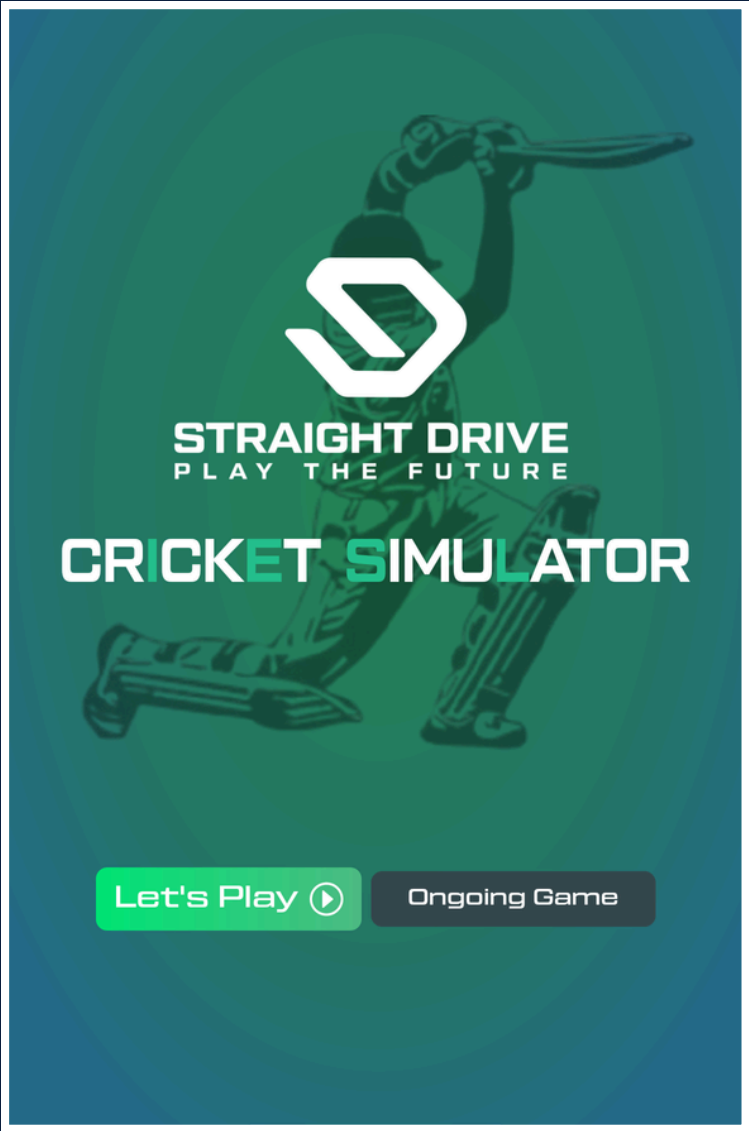
SMART TARGETS

- > Skill Based: Set runs per over based on player level.
- > Dynamic: System adjusts difficulty for balanced play.
- > Challenge: Create scenarios like "30 runs in 2 overs".

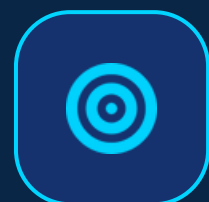


EXTERNAL DISPLAY

- > Spectator View: Dedicated 3rd screen for audience.
- > Live Stats: Show rank, run rate, and ball-by-ball data.
- > Engagement: Keeps waiting players engaged with the game.



GAME MODES OVERVIEW



TARGET MODE

TEAM PLAY



Collaborate as a unified squad to chase down a victory target. Every run counts towards the team's total score in this high-pressure chase.



Team Collaboration

Entire team plays together to achieve a preset Target score.



Shared Scoreboard

Real-time tracking of Balls Left & Runs Required on big screen.



Custom Difficulty

Configure Overs & Level: Backyard to Legendary difficulty.

★ IDEAL ENVIRONMENTS

Parties, Cricket Academies, Corporate Events



SOCIAL MODE

PLAYER VS PLAYER



Compete head-to-head for ultimate glory. It's every player for themselves in a race to top the live leaderboard.

Head-to-Head

Players compete individually; highest total score wins.



Live Leaderboard

Instant stats: Runs, Balls Faced, Strike Rate, Rank.



Spotlight Awards

Super Striker, Super 4's, Super 6's achievements.



IDEAL ENVIRONMENTS★

Tournaments, Leagues, Prize Challenges

EXTERNAL SCREEN FOR LEADERBOARD DISPLAY

Live Audience View



LIVE GAME STATISTICS

Real-time scoring updates displayed instantly on an external screen outside the lane, keeping spectators engaged with every ball bowled.



AUDIENCE ENGAGEMENT

Transform passive waiting into active viewing. Friends and family can track progress, creating a stadium-like atmosphere outside the cage.



PERFORMANCE TRACKING

Showcase leaderboards, high scores, and player rankings to drive competitive spirit and encourage repeat plays.



STRAIGHT DRIVE
PLAY THE FUTURE

Balls Left02

Runs Required10

Players	Runs	Balls	SR	Rank
Sahil	36	18	200	1
John Doe	27	18	150	2
Abhi	24	18	133	4
Naresh	25	18	138	3
Varun	13	18	72	6
Fahad	20	16	125	5

Fahad
2nd
Over

4

2

6

0

Super Striker

Sahil

185

Super 4's

Abhi

5

Super 6's

John Doe

4

SEAMLESS HARDWARE INTEGRATION

ENHANCED SPECTATOR EXPERIENCE

AUTHENTIC GAMEPLAY

INTERNATIONAL BOWLERS

 Real Video Simulation

AVAILABLE BOWLERS

Play against international legends



ISHANT SHARMA



RAVI ASHWIN



DEEPAK CHAHAR



SHAKIB AL HASAN

 REAL MATCH FOOTAGE

Face deliveries from the actual run-up and release point of international cricket stars. Experience their unique actions and variations.

PRO-LEVEL TRAINING CONTENT



ISHANT SHARMA



RAVI ASHWIN



DEEPAK CHAHAR



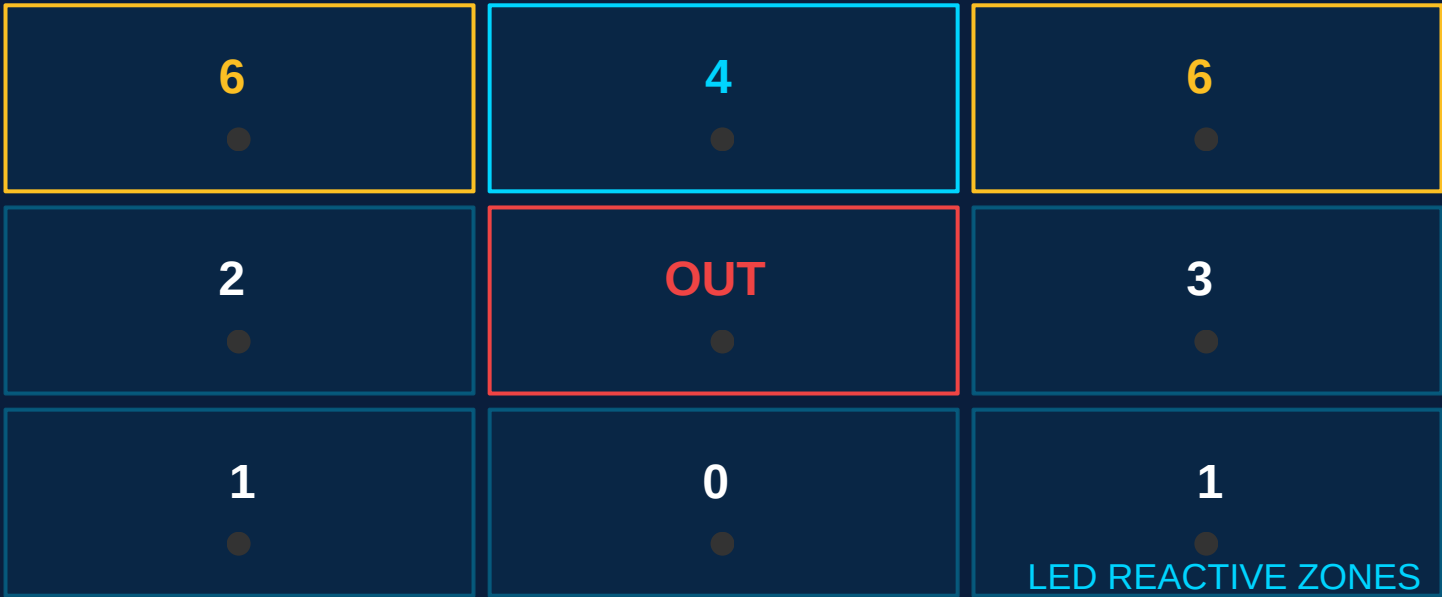
SHAKIB AL HASAN

AUTHENTIC BOWLING ACTION

PATENT PENDING

 Sensor Zones

Intelligent sensor-based net system divided into customizable scoring zones. Hit ANYWHERE in the net to register a specific score.



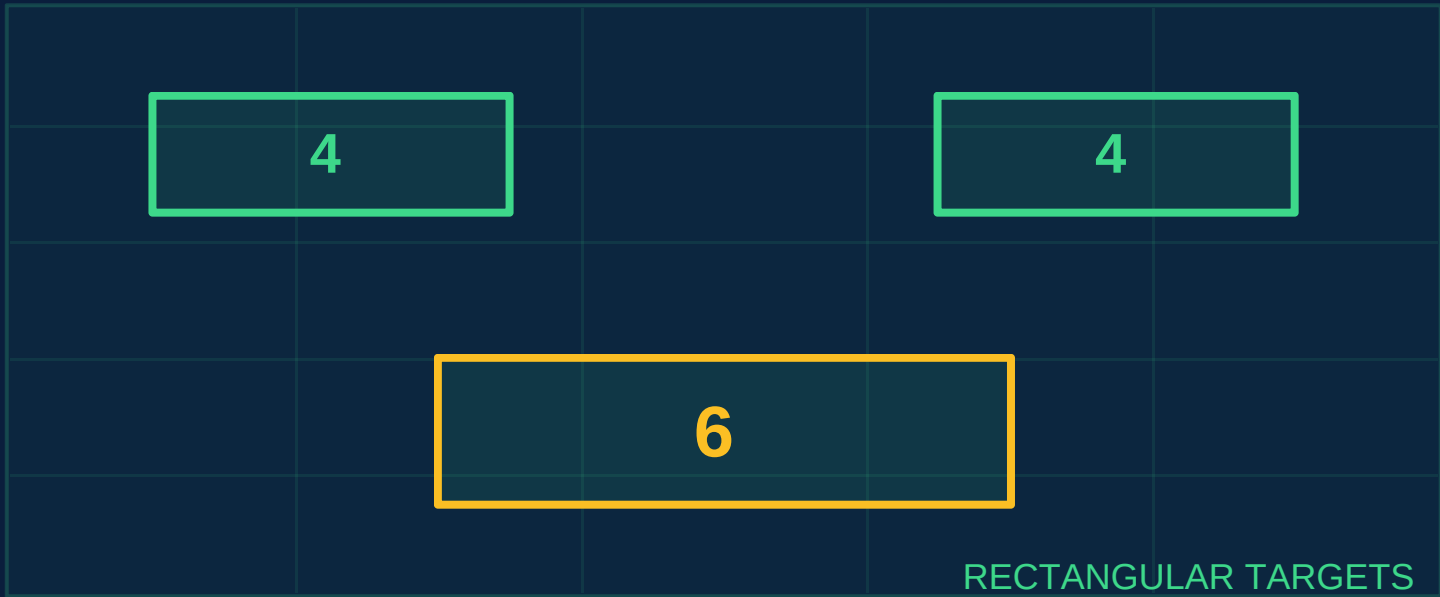
Client Customization: Choose specific scores (1, 2, 3, 4, 6, OUT, NO RUN) for each zone configuration.

- LED Feedback: Visual light confirmation triggers instantly when ball hits a zone.
- Full Net Active: Limited dead spots - entire surface area is game-ready.

LAUNCHING THIS JAN 2026

 Target Boards

A precise "Mini Model" solution utilizing rectangular physical target boards. Players aim for specific board locations to score.



- Precision Focus: Defined rectangular areas encourage accuracy training.
- Cost Effective: Simplified setup focused on skill development.
- Modular Design: Reconfigure target positions for different drills.

VIDEO | REPLAY SYSTEM



Instant Highlights

AUTOMATED PLAYBACK



- 

Post-Session Highlights

Automatically compiles and plays highlight reels on the external screen immediately after the player finishes their session and exits the cage.
- 

Shot-by-Shot Analysis

View detailed video replay of every single shot instantly after the ball is bowled.



Smart Customization

USER CONTROLS

Complete control over when and how video replays are displayed. Customize triggers based on game events to optimize flow.

REPLAY TRIGGERS

- Enable Video Replay

☒
- Auto-Play After Session

☒
- Show Every Delivery

☐

Display on Score:

- 6

4

3

2

1



EXTERNAL SCREEN SUPPORT

Seamlessly integrates with external screens installed outside the net for spectator viewing.

DISPLAY | OPTIONS

STANDARD OPTION



PROJECTOR SETUP



- **4:3 Aspect Ratio**
Standard projection format optimized for cricket simulation gameplay.
- **Impact Protection**
Solid plywood backing reinforces the screen against high-speed ball impacts.
- **Release Point**
Precision cutout allows bowling machine to fire directly "through" the screen.

VS

PREMIUM UPGRADE



P3 LED Screen



- **Enhanced Visuals**
High-brightness P3 LED modules deliver vivid colors and sharp contrast.
- **Polycarbonate Shield**
Transparent, high-strength polycarbonate screen installed in front protects LED modules.
- **Seamless Experience**
No shadows or ambient light interference; superior professional aesthetic.

TRACK NUMBER OF GAMES ONLINE

USER DASHBOARD

Live Analytics

ACTIVE USERS

1,248



SESSIONS TODAY

356



AVG PLAY TIME

45m



SYSTEM LOAD

12%



Users Online

Entries: 10

ID	USER	DEVICE	TIME	VERSION	ACTION
LANE-01	Guest_Session_44	Tab Controller 1	10:42 AM	v2.4.1	RESET
LANE-02	Member_JohnD	Tab Controller 2	10:45 AM	v2.4.1	RESET
LANE-03	Guest_Session_45	Tab Controller 3	10:48 AM	v2.4.1	RESET

Play Time Analytics

Date: Today

SESSION ID	START TIME	PLAYERS	DURATION (SEC)	DURATION (MIN)	TOTAL TIME
SES-8821	09:15:00	4	3600	60.0	01:00:00
SES-8822	09:30:00	2	1800	30.0	00:30:00
SES-8823	10:00:00	6	5400	90.0	01:30:00
SES-8824	10:15:00	3	2700	45.0	00:45:00

ADMIN CONTROL PANEL

REAL-TIME DATA VISUALIZATION

CASE STUDY | ROI & EXPERIENCE



Proven Revenue

VENUE

Play Arena - Bangalore

 Arena Status

Player Repetition Rate

71%

ANNUAL PLAYERS

17,850

BALLS BOWLED

3,21,300

Game Uptime (No Breakdown)

98.7%

ANNUAL REVENUE GENERATED (PRE-TAX)

₹ 44,62,500

(Two Lane Cricket Setup)

 END USER RATINGS 2023

Game Specific on Google

★★★★★

4.9/5

A

Abhishek Singh

★★★★★

"I Played a Cricket simulator. It was a very amazing experience. Support helped me to understand how I should approach for the best score."

A

Ayush Ranjan

★★★★★

"Great place to hangout. Cricket simulator experience was good and the staff helped us with everything."

V

Vishnu Reddy

★★★★★

"52 runs in 18 balls at the Cricket Simulator! Huge thanks to the team. Great experience at Play Arena! :)"

WE BUILD WHAT PLAYERS LOVE!

BATTING CAGE | SPECIFICATIONS

COMPONENT	SPECIFICATION
Structure	50mm square pipe with powder-coated color in black. (Color can be Customized) Minimum: 10 x 2.5 x 2.5 meters Ideal : 15 x 3 x 3 meters
Nets	Made of 2.5mm thickness with 50mm hole gap. Available Colors: Blue, Green, White, Black.
Flooring	Artificial Turf DEFAULT High-density cricket turf, 15mm pile height. PP Tiles ON DEMAND Available based on specific requirement.

PITCH 4



VISUAL REFERENCE

Complete Cage Setup

TURF

NETS

IN-HOUSE MANUFACTURING

✓

Integrated Hardware + Sensing + Software
Seamless ecosystem built from the ground up

✓

Training + Entertainment = One Platform
Versatile solution serving multiple market segments

✓

In-House Deep-Tech Advantage
Full control over IP and technology roadmap

✓

Modular Product Architecture
What others sell as a product, we treat as a module

✓

Scalable Production Model
Each module could be a standalone company elsewhere

 Architecture Stack

SO INFINITY CORE

 Hardware

 Sensing

 Software



HYDERABAD - MANUFACTURING

Mechanical Assembly
Precision Calibration
Scalable Production



BENGALURU - ELECTRONICS LAB

Hardware-Software Integration
Advanced Testing Lab
R&D Center

OWN THE STACK. SCALE THE PLATFORM. WIN THE MARKET.

Some of Our Valued Clients

Sports & Entertainment Venues

Straight Drive Sports & Leisure proudly serves a diverse range of clients from major corporations to premier sports and entertainment venues across the globe.

The logo for TIMEZONE, featuring the word "TIMEZONE" in yellow capital letters on a red rectangular background.The Google logo, consisting of the word "Google" in its multi-colored sans-serif font.The Samsung logo, featuring the word "SAMSUNG" in white capital letters inside a blue oval.The Intel logo, featuring the word "intel" in a blue sans-serif font with a small registered trademark symbol.The SLOGGERS logo, featuring the word "SLOGGERS" in white capital letters on a purple background, with a small cricket player icon and the text "INDOOR VIRTUAL CRICKET" below it.The LOCO BEAR logo, featuring the words "LOCO BEAR" in a bold, black sans-serif font with a small white bear icon between the words.The PLAY ARENA logo, featuring the word "PLAY" in a bold, black sans-serif font with a small blue and white play button icon, and the word "ARENA" in a smaller font below it.

GET IN TOUCH

CONTACT DETAILS



BENGALURU

CORPORATE OFFICE & R&D LAB



ADDRESS

840, 17th Main Rd, Sector 3,
HSR Layout, Bengaluru,
Karnataka 560068



PHONE

+91 - 9000988633
+91 - 7995998880



EMAIL

sales@straightdrivesport.com



WEBSITE

www.straightdrivesport.com

HYDERABAD

MANUFACTURING UNIT



ADDRESS

386, RL Nagar, Rampally,
Hyderabad,
Telangana 501302



PHONE

+91 - 9000988633
+91 - 7995998880



EMAIL

sales@straightdrivesport.com



WEBSITE

www.straightdrivesport.com

[BOOK A DEMO](#)

[PARTNER WITH US](#)

[24/7 SUPPORT](#)

RECOGNITIONS & AFFILIATIONS



STRAIGHT DRIVE SPORTS TECHNOLOGY PVT LTD