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27 Mar, 2026

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March 27, 2026

Google India and the Board of Control for Cricket in India (BCCI) today announced a partnership, naming Google Search AI Mode an **Official Premier Partner** for the TATA Indian Premier League (IPL) 2026. This collaboration will uplevel the fan experience by bringing an enriched and conversational cricket experience to Google Search, using AI Mode to provide richer insights. For the first time the TATA IDI live broadcast will be integrated with AI-

...taining, the IPL T20 Live Broadcast will be integrated with AI-powered analysis for a more immersive connection to the game.

This experience reflects the growing curiosity of today's fans, where AI Mode in Search enables people to explore their passion for the sport and celebrate their teams through rich and intuitive analysis that goes far beyond the scorecard. Fans will now have many exciting ways to engage with the sport in conversation with AI Mode – from informative tactical analysis of ongoing games to historical deep dives of their favourite players and matches.

Devajit Saikia, Secretary of BCCI said "IPL has always been the heartbeat of Indian Cricket, and this collaboration with Google India to integrate AI Mode into Search will fundamentally transform the fan experience. We are thrilled to empower our millions of passionate fans with enriched and conversational insights, deepening their connection to the game they love."

Shekar Khosla, VP Marketing at Google India, said: "IPL has always piqued the curiosity of fans everywhere, consistently dominating Google's 'Year in Search' sports trends in India since 2020. Cricket fans are not just passive viewers but are active experts; they are looking for deeper insights and stories that help them celebrate their teams both on and off the pitch. With AI Mode in Search, we're excited to help fans stay connected to the game's pulse like never before, continuing our commitment to bringing the best of Google AI to the world's biggest sporting moments."

Throughout the season, fans will see AI-powered match insights integrated directly into the live broadcast, while also being able to access them via Search. For example, fans can engage with insights around the action as it unfolds, asking questions like: *"What makes Bumrah the best bowler during the high pressure overs?"* or *"How does Abhishek bat so fearlessly while opening the batting?"*

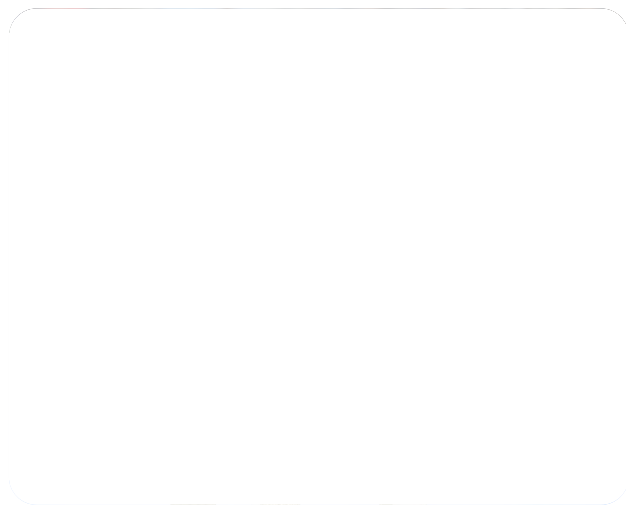
Fans can also go revisit historical matches & analyze them. AI Mode allows for complex strategy comparisons such as analyzing whether Rohit or Dhoni's tactics have been more effective in high-pressure matches, and lets you go deeper with follow up questions or to understand their captaincy styles.

follow up questions eg. to understand their captaincy styles better, and then, specific players they have mentored as a captain. Additionally, fans can use AI Mode to capture key moments through AI-curated summaries - whether that's identifying the best catches in a recent SRH-MI clash or pinpointing the exact turning point in a high-stakes match, like the classic KKR-PBKS thriller from 2025.

The fan experience extends well beyond the boundary ropes. Google Search remains a helpful destination for match-day preparation and lifestyle queries. Fans can use Search to plan their season, from finding a sports cafe with a big screen for a 10-person watch party to researching elite player fitness routines, ensuring the spirit of IPL is felt throughout the day.

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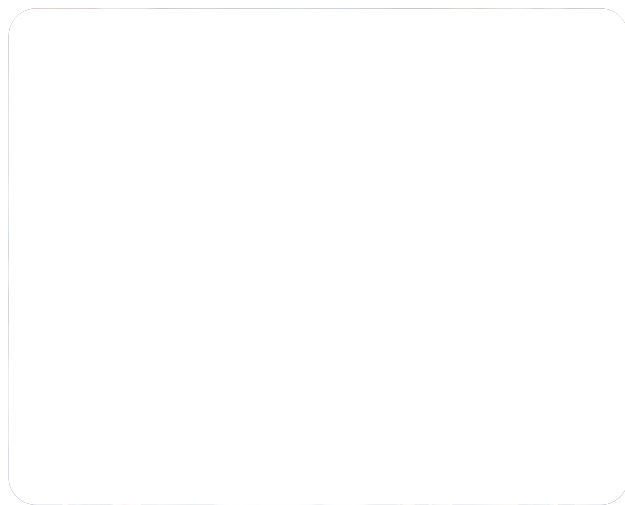
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