



After successful launches of online casinos in New Jersey and Pennsylvania, Kindred is set to offer its Unibet services to the third US state. Starting July 30, 2020, players in Indiana will have access to the company's first-class online sportsbook experience.

*"We look forward to Unibet's success in Indiana and the incremental revenue stream it will provide our sportsbook business,"* said Christian Stuart, head of Caesars sports and online gaming. *"Unibet's launch comes at an exciting time for fans with the return of professional sports."*

Through a multi-state deal with [Caesars Entertainment](#), Kindred was able to gain access to sports betting fans in Indiana via its Unibet brand. The company will use Pala Interactive's online gaming platform in this US state and will continue to use Kambi's sports betting platform, which has also been communicated at the earlier stage.

*"After two very successful launches of the [Unibet brand](#) in the US, we are now excited to move forward with our agreement with Caesars Entertainment,"* explained Manuel Stan, SVP of Kindred US.

*"We look forward to introducing customers in Indiana to Unibet's first-class online sportsbook to **enjoy the great experience in a safe and secure environment.** To be able to launch our product just in time for the NHL and NBA season restart is very exciting. Indiana also represents Kindred's first step into the Midwest, and we are expecting other states in the region to follow shortly."*

*"This announcement follows our group strategy, establishing a presence in what will most likely become the world's largest gambling market. We merge a local focus with global expertise wherever we operate."*

Offering Customers Unforgettable Experience

The [multi-state agreement](#) was signed between Kindred Group and Caesars Entertainment back in February 2020 and it provided the company with market access to Indiana and Iowa, with the potential of expanding to additional US regions.

They were allowed to pursue licensing in these two states over a ten-year period under the Unibet brand. In Iowa, Kindred will partner with Harrah's Council Bluffs and in Indiana, the company will join forces with Caesar's Horseshoe Hammond Property.

While commenting on this agreement, Manuel Stan, SVP Kindred US, said:

*"We are thrilled to further extend our presence in the US together with one of the world's most renowned and diversified casino-entertainment providers. Caesars' geographical spread in the US gives us a unique opportunity to build our footprint, with Indiana and Iowa next in line and potentially other states lined up. We also share Caesars' vision to offer customers an unforgettable experience where every guest is treated like a Caesar"*

**Source:**

[“Kindred expands US footprint with launch of Unibet in Indiana”](#), kindredgroup.com, July 30, 2020.

via RealMoneyAction.com

<https://www.realmoneyaction.com/kindred-launches-unibet-in-indiana-expands-to-its-third-us-state/>

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