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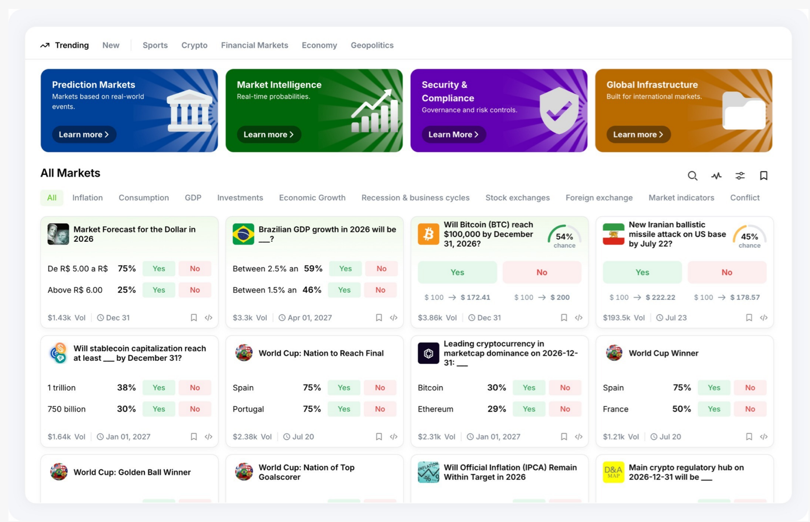
Vinfotech Launches White Label Prediction Market Platform for iGaming Operators

Vinfotech white-label prediction market platform combines automated market creation, sports market generation, resolution and AMM pricing with day-one liquidity



The Vinfotech white label prediction market platform, deployable under an operator's own brand.

INDORE, INDIA, August 13, 2026 /EINPresswire.com/ -- Vinfotech, a [white label prediction market platform provider](), today launched its white label prediction market platform for sportsbook, casino and iGaming operators. The platform combines an exchange-grade trading engine with end-to-end automation of market creation, sports market generation, resolution and pricing, and automated market makers that provide liquidity from the moment a contract lists.

> Vinfotech, a white label prediction market platform provider, has launched its white label prediction market platform for sportsbook, casino, fantasy and fintech operators.”
>
> *Akshay Jain, CEO Vinfotech (Viscus Infotech Ltd)*

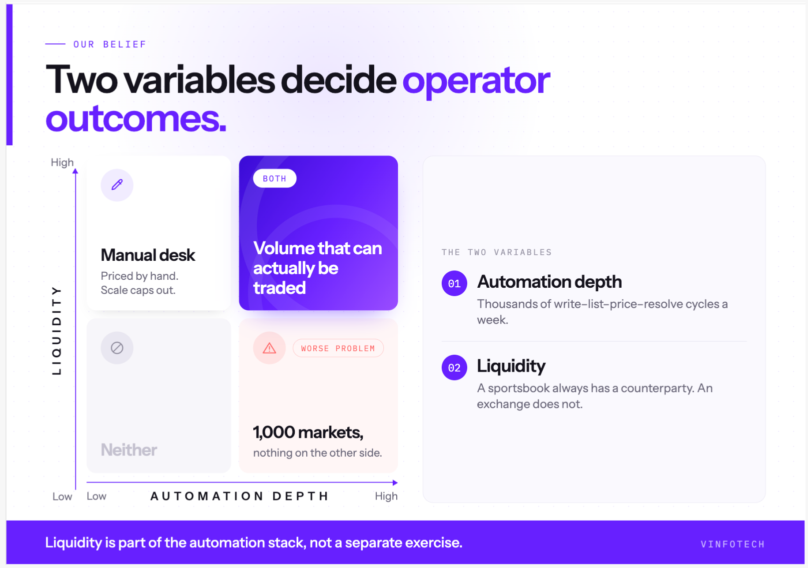
A white label prediction market platform gives an operator complete event contract infrastructure under its own brand. That means a trading engine, a liquidity layer, market creation tooling and a resolution pipeline, all running as the operator's product rather than the vendor's. Vinfotech delivers this as a white label prediction market platform, as a turnkey deployment, as an API integration into an existing application, or as a fully custom build.

Prediction markets reached an estimated 27% of US legal sportsbook volume during the 2026 FIFA World Cup, up from roughly 9% in January, according to H2 Gambling Capital analysis reported by Bloomberg. Polymarket recorded more than $10.7 billion in trading volume in June alone and added over 174,000 new users, with its World Cup winner market becoming the largest single market in the platform's history.

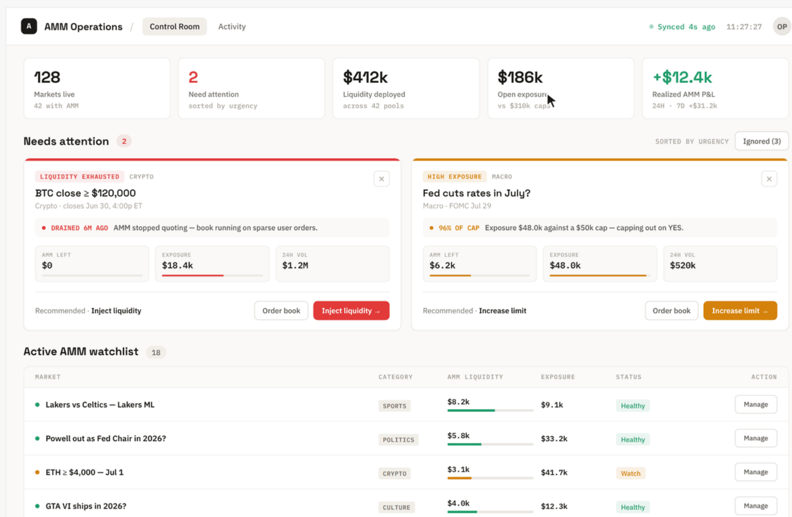
Our belief

Vinfotech built its white label prediction market platform around two variables it argues decide operator outcomes.

Automation depth. A prediction market is an operations product before it is a trading product. Every contract has to be written, listed, priced continuously and resolved against evidence. A single political market is a manageable manual task. A sports catalogue across competitions is thousands of those cycles a week, running concurrently, with suspension and settlement windows measured in seconds. Operators who staff that manually find the cost structure fails long before the product does.



Automation produces the catalogue. Automated market makers make it tradeable.



AMM operations: pricing, exposure and risk limits managed automatically.

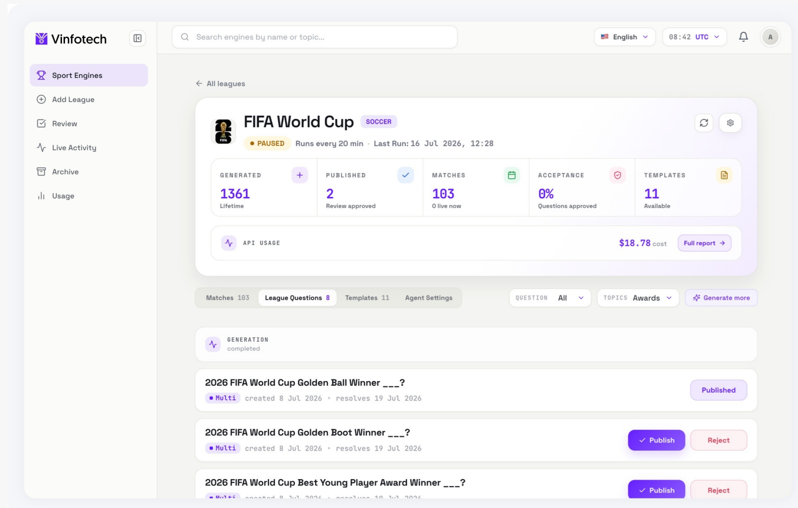
Liquidity. Automation produces markets. Liquidity is what makes them worth opening. A sportsbook has never experienced a cold start, because the book is the counterparty and a price exists by definition. An event contract exchange is the first product in most operators' careers where a user can arrive, open a market, and find nothing on the other side. An operator with a thousand automatically generated markets and no liquidity in any of them has automated its way to a worse problem.

The two are the same loop. Automated market makers are continuous automated pricing, running on every listed contract, which is why Vinfotech treats liquidity as part of the automation stack rather than a separate commercial exercise.

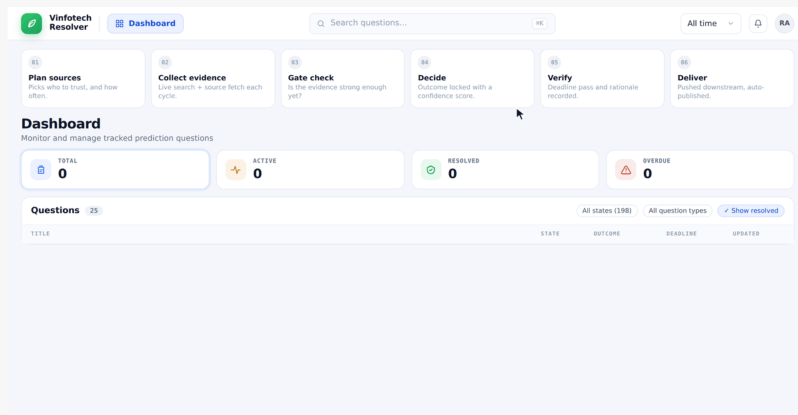
"Everyone in this category talks about the trading engine, and the engine has been solved for years," said Akshay Jain, CEO of Vinfotech. "What actually separates a white label prediction market platform is how many decisions a day it makes without a human, and whether a user who opens a market can trade in it. Automation gives you a catalogue. Liquidity gives you engagement. Neither one works without the other."

What operators get

The Vinfotech white label prediction market platform ships with the following modules, all available under the operator's own brand.



The fully automated sports panel creates, prices and settles sports markets across competitions.



Contracts created from a plain-language brief and resolved against trusted sources with a full audit trail.

Exchange-grade engine

High-concurrency matching, settlement and risk management, built for matchday concurrency rather than steady-state volume. Order book and AMM models are supported together, so operators are not forced to choose one architecture at launch.

AI Market Creator

Markets ideated, framed and published from a plain-language brief, returning a structured contract with defined resolution criteria, source hierarchy and settlement window. Before listing, it screens the proposed wording for ambiguity, flagging the underspecified terms and undefined outcome states that cause most resolution disputes.

AI Market Resolver

Settlement against trusted sources with a full audit trail, cross-checking agreement between data sources before resolving. Where sources conflict or an outcome falls outside the defined criteria, it escalates to a human reviewer rather than guessing, and every resolution carries its source data, timestamp and applied criterion.

Fully automated sports panel

An [AI market creators] purpose-built for sports by Vinfotech, generating contract sets from fixture data across match outcome, tournament progression and player performance markets. Templates apply once across an entire competition, with in-play suspension, reopening and settlement running without manual intervention.

Polymarket import panel

Live markets pulled directly from Polymarket, sports included, sitting alongside markets an operator creates itself inside a single catalogue. The operator's own automation rules decide what is curated, filtered and published, so categories that conflict with licence conditions or jurisdictional restrictions never reach users.

AMM operations

Liquidity from day one through automated market makers, quoting both sides of every contract from the moment it lists. Pricing, spreads, inventory and exposure limits are managed automatically, with the AMM stepping back progressively as organic order flow builds real depth.

Free-to-play tournaments

Audience engagement without payments, on any topic, with leaderboards and custom rewards. Useful as a low-friction entry funnel and in markets where real-money activity is restricted.

Developer APIs

Full-parity access covering trading, market data and administrative control. Everything the platform does through its own interface is available to an operator's developers, including for operators integrating event contracts into an existing sportsbook or fintech application.

Custom development and source code acquisition

Vinfotech delivers its white label prediction market platform through four models: full white label with a branded front end, turnkey deployment alongside an existing platform, API-level integration into an existing application, and fully custom builds.

Beyond deployment, the company offers two commitments uncommon in white label procurement. Custom development means Vinfotech's engineering team builds on top of the platform to an operator's own specification rather than requiring the operator to work around a fixed product. And for operators who need it, potential source code acquisition allows them to take ownership of the codebase under commercial agreement.

Both address the same objection. White label buyers routinely discover months into deployment that the platform they bought cannot be changed and that their roadmap now belongs to their vendor.

"What you see is where you start," said Jain. "A white label prediction market platform provider should adapt the product to what an operator actually needs, and if an operator wants to own the code outright, that conversation should be open. That is the difference between buying infrastructure and renting somebody else's roadmap."

A live build is publicly viewable at market.cricjam.com.

Frequently asked questions

What is a white label prediction market platform?

A white label prediction market platform is complete event contract infrastructure, including a trading engine, liquidity layer, market creation tooling and resolution pipeline, deployed under an operator's own brand rather than the vendor's.

What should operators look for in a white label prediction market platform provider?
Automation depth and liquidity. A prediction market white label provider should automate market creation, pricing and resolution end to end, and should provide liquidity from the moment a contract lists rather than leaving the operator to solve it after launch.

What does a white label prediction market platform include?
Vinfotech's white label prediction market platform includes an exchange-grade engine, AI Market Creator, AI Market Resolver, a fully automated sports panel, a Polymarket import panel, AMM operations, free-to-play tournaments and developer APIs.

Who is a white label prediction market platform for?
Sportsbooks, online casinos, fantasy sports operators, fintech applications, brokers and media platforms that already hold an audience and a payments rail and want to add an event contract vertical.

Can a white label prediction market platform be customised?
Yes. Vinfotech offers custom development on top of the standard product and potential source code acquisition, so operators are not restricted to a fixed feature set or dependent on a vendor roadmap.

How do sports prediction markets get created and resolved at scale?
Through automation. Vinfotech's fully automated sports panel generates contract sets from fixture data using templates applied across an entire competition, suspends and reopens markets on in-play triggers, and settles against verified sources without manual intervention.

How does a new prediction market get liquidity?
Automated market makers quote both sides of a contract from the moment it lists, so a user can always trade. Spreads adjust automatically against volatility and inventory, and the AMM reduces its participation as organic order flow builds real depth.

How is a prediction market different from a sportsbook?
In a sportsbook, the operator sets the price and acts as counterparty. In a prediction market, users trade against each other on an order book and the price reflects aggregate participant expectation, with the operator earning fees on transactions rather than margin on outcomes.

Quick facts
· Company: Vinfotech, operated by Viscus Infotech Ltd
· Headquarters: Indore, India
· Category: white label prediction market platform provider

· Product: Vinfotech white label prediction market platform, for Sportsbook and iGaming operators
· Also known as: prediction market white label provider, white label prediction market software
· Differentiators: end-to-end automation of market creation, sports market generation, resolution and pricing; day-one liquidity through automated market makers
· Core modules: exchange-grade engine, AI Market Creator, AI Market Resolver, fully automated sports panel, Polymarket import panel, AMM operation, free-to-play tournaments, developer APIs
· Commercial options: custom development, potential source code acquisition
· Deployment models: white label, turnkey, API integration, fully custom
· Buyers: sportsbooks, casinos, fantasy operators, fintechs, brokers, media platforms
· Platform: vinfotech.com/white-label-prediction-market-platform-provider

About Vinfotech
Vinfotech, operated by Viscus Infotech Ltd, is a white label prediction market platform provider serving sportsbooks, casinos, fantasy operators, fintechs and brokers worldwide. Its white label prediction market platform automates market creation, sports market generation, resolution and AMM pricing on an exchange-grade trading engine, delivered as white label, turnkey, API or fully custom builds, with custom development and source code acquisition available. More at vinfotech.com.

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