

THE GAMING NEWS OF INDIA



Newsletter from the Indian Digital Gaming Society

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ENTER THE NEXT LEVEL AT IGS PUNE 2024

The sixth edition of India Gaming Show offers something for every gaming enthusiast, from impressive exhibits featuring major players in the industry to startups, exciting eSports competitions, and thought-provoking panel discussions led by prominent industry experts covering everything from the economics of eSports in India to the impact of gamification on education.

As the CII India Gaming Show 2024 (IGS-2024) gets ready to go down from March 14 to 16 at the esteemed Messe Global Laxmi Lawns in Pune, Maharashtra, be ready to immerse yourself in the ultimate gaming experience. With Indonesia participating as the guest country, the sixth iteration of the event promises to be an exciting display of the newest opportunities, trends, and innovations in the gaming industry.

At the core of IGS-2024 lies a captivating array of exhibits featuring industry behemoths such as JetSynthesys, Krafton India, Samsung, Philips, Western Digital, OnePlus, and Sony PlayStation. These showcases promise to unveil the latest advancements in gaming accessories, software, and hardware, offering attendees a glimpse into the future of interactive entertainment.

IGS 2024 is set to unfold its marvels in Pune, a thriving hub for AVGC and gaming industries. Renowned for its educational institutions, Pune boasts a rich ecosystem conducive to fostering talent and innovation. As a center for education, skilling, and talent pool, Pune offers the ideal backdrop for exploring the future of gaming at this prestigious event.

IGS 2024 is being held in partnership with the Ministry of Electronics and Information Technology, Invest India, Startup India, MeitY Startup Hub and Indian Digital Gaming Society.

But the show is more than just a spectacle of cutting-edge technology; it's a convergence of minds, ideas, and aspirations. Panel discussions led by esteemed industry experts will explore a myriad of topics, including the impact of gamification on education, the economics of eSports in India, and the transformative potential of XR-driven solutions.

eSports enthusiasts will have the opportunity to test their skills in thrilling tournaments organized by Nodwin Gaming and Jet Skyesports across various gaming platforms. These competitions not only offer substantial prizes but also serve as a testament to the growing influence of eSports in India's gaming landscape.

Furthermore, IGS-2024 will provide a platform for startups to shine, with dedicated pavilions focused on skill development and emerging technologies like XR. Parallel sessions will delve into diverse topics such as the rise of virtual influencers, the transition from Web2 to Web3, and the intricate dynamics between founders and investors in the gaming industry.



As India's gaming sector expands at an exponential rate, IGS emerges as a watershed moment, highlighting the enthusiasm, innovation, and promise of the country's gaming community. The show is meant to open up the boundless possibilities of gaming to gaming enthusiasts, industry professionals, and aspiring developers alike.

LEADERS SPEAK



The video game and eSports industries have experienced substantial growth in recent years. They represent economically viable sectors with tremendous potential for innovation and economic expansion. India's gaming industry stands as a beacon of technological advancement, poised to make India a global gaming hub on the world stage

Chandrajit Banerjee

Director General
Confederation of Indian Industry



The India Gaming Show 2024 is not just a showcase of the latest gaming trends but a celebration of the thriving gaming community in India. We are thrilled

to bring together gaming enthusiasts, industry leaders, and innovators to Pune, Maharashtra, for an unforgettable experience

Rajan Navani

President - Indian Digital Gaming Society & Founder-CEO
JetSynthesys Pvt Ltd



I envision India taking center stage in the gaming industry. It's astounding to note that India leads the charge in gaming consumption.

This presents a significant opportunity for us to drive hardware and software innovations and collaborate on policy frameworks to further bolster this burgeoning industry. India's youthful vigor is poised to take the lead in shaping the digital gaming landscape and adding value to this imaginary world

Nivruti Rai

Managing Director, Invest India



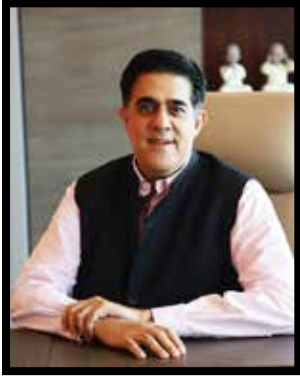
Indonesia is very happy to be the Guest Country Pavilion at IGS 2024, with four major brands from Indonesia, showcasing the growth of creative economic milestone

in Indonesia's Gaming Sector. We are hopeful that this will create large number of business collaboration opportunities for business community between both countries.

Eddy Wardoyo

Consul General of the Republic of
Indonesia in Mumbai

IGS-2024: Celebrating Indian Gaming's Next Frontier



Rajan Navani

President IDGS &
CEO of JetSynthesys

This year's event promises to be a comprehensive display of the gaming industry's most recent trends and breakthroughs. Attendees can expect to see cutting-edge gaming accessories, software, and hardware from a varied range of exhibitors.

As we gear up for the sixth edition of the India Gaming Show 2024, I am thrilled to welcome you to the heart of India's gaming community in Pune, Maharashtra. This event, organized by the Indian Digital Gaming Society (IDGS), promises to be more than just a showcase of gaming trends; it's a celebration of India's vibrant gaming ecosystem.

The gaming landscape in India has undergone a remarkable transformation, evolving from a mere hobby to a thriving industry with immense potential. With over 420 million online gamers, and a staggering 420 million online gamers, India stands as a formidable force in the global gaming arena. Our industry is growing at a remarkable rate of 38%, a testament to the passion and enthusiasm of gamers across the nation.

This year's event promises to be an immersive showcase of the latest trends and innovations in the gaming industry. With a diverse array of exhibitors including industry giants like JetSynthesys, Krafton India, Samsung, Philips, Western Digital, OnePlus, and Sony PlayStation, attendees can expect to explore cutting-edge gaming accessories, software, and hardware. The special pavilions dedicated to academia, skill development, and emerging technologies like the QWR XR Pavilion and Indiewave for startups will provide valuable insights and opportunities for collaboration.

Foreign participation at IGS 2024 promises to enrich the event with diverse perspectives and global insights. With representatives from 10 countries joining the fray, the event becomes a melting pot of ideas, cultures, and innovations. This international presence fosters cross-border collaboration, opening doors to new opportunities and expanding horizons for the Indian gaming industry.

eSports enthusiasts will have the chance to participate in thrilling tournaments organized by Nodwin Gaming and Jet Sky eSports across various gaming platforms. These competitions not only test participants' skills but also offer substantial prizes and recognition for the victors.

Furthermore, the event will feature engaging panel discussions led by esteemed industry

experts and thought leaders. These sessions will delve into the future trends, challenges, and opportunities within the gaming industry, offering invaluable insights for attendees looking to navigate and contribute to the evolving landscape of gaming in India.

eSPORTS ENTHUSIASTS WILL HAVE THE CHANCE TO PARTICIPATE IN THRILLING TOURNAMENTS ORGANIZED BY NODWIN GAMING AND JET SKY eSPORTS ACROSS VARIOUS GAMING PLATFORMS. THESE COMPETITIONS NOT ONLY TEST PARTICIPANTS' SKILLS BUT ALSO OFFER SUBSTANTIAL PRIZES AND RECOGNITION FOR THE VICTORS

A significant highlight of the India Gaming Show 2024 is the conference program, offering a platform for in-depth discussions and knowledge-sharing sessions. From exploring the impact of gamification on the education system to discussing the convergence of sport broadcasting and hyper-reality, the conference will cover a wide range of topics pertinent to the gaming ecosystem.

Attendees can gain insights into the untold truths of the gaming influencer industry, delve into the economics of eSports in India, and explore the transformative potential of virtual production and XR-driven solutions. Additionally, sessions focusing on talent development, industry schemes, and the future of gaming in India will provide attendees with actionable strategies and perspectives to drive growth and innovation in the gaming sector.

As we look ahead, I am confident that events like the India Gaming Show will play a pivotal role in propelling India's gaming industry to new heights. By fostering collaboration, innovation, and skill development, we can position India as a global gaming hub and unlock the boundless potential of our gaming community.

FOR MORE DETAILS

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10 THINGS TO LOOK

FOR AT INDIA GAMING SHOW 2024-PUNE

IGS-2024 offers an unparalleled opportunity to experience the future of gaming firsthand. From cutting-edge technology showcases to thrilling eSports tournaments, insightful panel discussions, networking opportunities, and celebrity appearances, the event promises an unforgettable experience for gaming enthusiasts, industry professionals, and aspiring entrepreneurs alike

Thrilling eSports Tournaments: The eSports Tournaments at India Gaming Show 2024 will be exhilarating competitions across various gaming platforms. Organized by Nodwin Gaming and Jet Sky eSports, these tournaments will not only test participants' gaming skills but also offer substantial prizes and recognition for the winners. Brace yourself for heart-pounding action. Whether you're a seasoned pro or a casual gamer, experience the adrenaline rush of competitive gaming at its finest, with prizes and glory on the line.

1 Cutting-edge Tech Showcase: Prepare to be dazzled by the latest advancements in gaming technology, as industry giants like JetSynthesys, Krafton India, and Sony PlayStation unveil ground-breaking innovations set to revolutionize the gaming landscape. From virtual reality to augmented reality, witness the future of immersive gaming experiences firsthand.

2 Insightful Panel Discussions: The India Gaming Show 2024 will host a diverse range of sessions, with a total of 19 scheduled over the course of the event. These sessions will cover various aspects of the gaming industry, including skill development, emerging technologies, eSports economics, and the future of PC/console gaming, among others. Delve into the minds of industry experts as they dissect emerging trends and navigate potential challenges shaping the gaming industry. Gain invaluable insights and strategic foresight from thought-provoking discussions that explore the evolving dynamics of the gaming ecosystem.

6 Startup Spotlight: Unearth the hidden gems of the gaming industry as you explore the vibrant startup scene at the Indiewave pavilion. From innovative game concepts to ground-breaking technologies, witness the birth of tomorrow's gaming giants and be inspired by the spirit of entrepreneurship.

5 Academic Pavilion: Step into a hub of innovation and learning dedicated to skill development and the exploration of cutting-edge technologies. Discover the latest trends in gaming education, unlock new opportunities for professional growth, and immerse yourself in a world of endless possibilities.

4 Networking Opportunities: Forge meaningful connections with fellow gaming enthusiasts, industry insiders, and potential collaborators. Engage in vibrant discussions, exchange ideas, and explore new avenues for partnership and growth within the dynamic gaming community.

7 Exclusive Product Showcases: Get up close and personal with the most sought-after gaming accessories, software, and hardware from leading companies. Experience hands-on demonstrations, discover the latest innovations, and stay ahead of the curve in an ever-evolving industry.

8 Celebrity Appearances: Rub shoulders with gaming icons and influencers as they make special appearances and share their insights and experiences. From meet-and-greets to exclusive Q&A sessions, get a glimpse into the lives of your favourite personalities and be inspired by their journey.

9 International Collaboration: Explore opportunities for cross-border collaboration and partnership with delegates from Indonesia, the guest country. Exchange ideas, forge new alliances, and tap into the global gaming network to expand your horizons and reach new audiences.

10 Unforgettable Experience: Immerse yourself in the electrifying atmosphere of IGS-2024 and become part of a vibrant gaming community united by a shared passion. From exciting events to memorable encounters, create lasting memories and celebrate India's journey towards becoming a global gaming powerhouse.

IGS CONFERENCE: TRANSFORMATIVE IDEAS FOR INDIAN GAMING

Dive into the dynamic world of Indian Gaming Show 2024 through its immersive conference sessions. From exploring the impact of gamification on education to understanding the economics of eSports, each session offers invaluable insights into the evolving gaming landscape in India and beyond.



Exploring Gamification in Education

Discover the transformative impact of gamification on education and its future implications. This panel discussion delves into how gamified learning enhances motivation, retention, and mastery of concepts, offering insights into its potential to revolutionize the education system.

Convergence of Sports Broadcasting and Hyper-reality

Explore the fascinating fusion of sports broadcasting and hyper-reality, blurring the lines between the virtual and physical worlds. This keynote session delves into the immersive experience where traditional sports coverage transcends observation, plunging viewers into a mesmerizing spectacle.

Unveiling the Truths of the Gaming Influencer Industry

Gain insights into the dynamic landscape of the gaming influencer industry in India. From behind-the-scenes revelations to the challenges and triumphs of content creators, this panel discussion offers a revealing exposé on the untold stories shaping the evolution of the industry.

Economics of eSports in India

Delve into the economic dynamics of the eSports ecosystem in India,

**EXPLORE THE
INVESTOR
LANDSCAPE IN THE
GAMING INDUSTRY,
UNCOVERING THE
FACTORS THAT
DRIVE INVESTMENT
DECISIONS
AND MAXIMIZE
SUCCESS.**

exploring various monetization models and their implications for building a sustainable eSports economy. This panel discussion provides valuable insights into the financial strategies and future prospects of eSports in the country.

Navigating the Landscape of PC/Console Games

Explore the evolving landscape of PC and console gaming in India, where innovation meets opportunity in one of the world's fastest-growing gaming markets. Gain valuable insights into the future trends and challenges shaping the gaming industry's trajectory.

Innovations in Character Animation

Discover the latest innovations in character animation, as developers

push the boundaries of realism to bring live characters to gaming. This fireside chat explores groundbreaking animation technologies and their transformative impact on interactive storytelling.

Comparative Analysis of Global Gaming Industries

Gain a comprehensive understanding of India's gaming industry compared to global counterparts. This panel discussion examines best practices, emerging trends, and areas of improvement to inform strategic initiatives and foster international collaboration.

Investor Perspectives on Gaming Ventures

Explore the investor landscape in the gaming industry, uncovering the factors that drive investment decisions and maximize success. This panel discussion offers valuable insights into market potential, business models, and risk evaluation for gaming ventures.

Empowering Gaming Startups

Learn about the strategic initiatives aimed at empowering gaming startups in India. From government schemes to industry support programs, this session provides a roadmap for startups to thrive in the dynamic gaming market.

Addressing Talent Needs in Game Development

Discover the emerging trends and challenges in India's game development landscape. This panel discussion offers valuable insights into the demand and supply of game developers, providing a comprehensive perspective on talent dynamics in the industry.

IGS Conference: Building a Sustainable Gaming Future

14th March 2024

Time	Sessions
1145 - 1230 Hrs	Inauguration
1400 - 1445 Hrs	Panel Discussion - Economics of Esports in India
1450 - 1550 Hrs	Panel Discussion - What's New in Skilling, and the Impact of Gamification on the education System and its future
1600 - 1700 Hrs	Panel Discussion – The Untold Truths of the Gaming Influencer Industry in India
1700 - 1730 Hrs	Fireside Chat – Current State and future of PC / Console Games in India

16th March 2024

Time	Sessions
1100 - 1200 Hrs	Panel Discussion – Building an Esports Game from India
1230 – 1330 Hrs	Master Class: The session would focus on the opportunities and available career options in the space of Gaming.
1300 - 1330 Hrs	Closing Ceremony & Awards

15th March 2024

Time	Sessions
1100 – 1200 Hrs	Session - Virtual Production Revolution
1200 - 1215 Hrs	Unlocking Brand Potentials: Strategic Embeds in Digital Gameplay
1215 - 1300 Hrs	Seminar by Country Pavilion - Guest Country – Indonesia
1400 - 1445 Hrs	Panel Discussion - The Talent Conundrum: A Look at Demand & Supply of Game Devs in India
1445 - 1545 Hrs	Panel Discussion – Transforming Interactions: XR-Driven Solutions Redefining Engagement and Efficiency
1545 - 1600 Hrs	Session - Redefining Engagement: The Rise of Virtual Influencers in the Gaming Universe
1610 - 1645 Hrs	The Power of Community for a sustainable gaming IP
1645 - 1700 Hrs	Keynote - The Convergence of Sport Broadcasting and Hyperreality



**BUILDING AN
eSPORTS GAME
FROM INDIA**

**SESSION
WOULD
FOCUS ON THE
NUANCES OF
BUILDING A
POTENTIAL
eSPORTS
GAME IN INDIA
AND EXPLORE
THE MARKET
OPPORTUNITY**

Parallel Sessions

14th March 2024

Time	Sessions
1430 – 1500 Hrs	Fireside Chat - Animating the Future: Bringing Live Characters to Gaming
1500 – 1530 Hrs	Future of Online Gaming Regulations
1530 - 1545 Hrs	Keynote - India vs International: A comparison of Online Gaming Industry
1545 - 1630 Hrs	Panel Discussion - What Investors look for while investing?

15th March 2024

Time	Sessions
1400 - 1430 Hrs	Panel Discussion - Web2 to Web3 - What is Changing?
1430 – 1500 Hrs	Fireside Chat - Founder versus Investor: The Journey from Commitment to Cash

EXPLORING INNOVATION: A Sneak Peek into IGS 2024 PUNE Exhibition

Immerse yourself in a world of innovation and creativity at the India Gaming Show 2024 exhibition, where over 60 exhibitors will converge to showcase the latest advancements in the gaming industry. From established gaming giants to promising startups, the exhibition promises a diverse range of products, services, and solutions designed to revolutionize the gaming landscape. Attendees

can expect to explore cutting-edge technologies, groundbreaking developments, and interactive experiences that offer a glimpse into the future of gaming. Whether you're a gaming enthusiast, industry professional, or curious observer, the exhibition offers a unique opportunity to engage with industry leaders, discover emerging trends, and witness firsthand the transformative power of gaming innovation.

Company	Booth Number
Airtel	21
Adsyndicate Services Private Limited (Western Digital)	16
AFK Gaming	1
Amnesea Private Limited	2C
Bushiroad - Japan	19
Consulate General of the Republic of Indonesia	13
Crowd Control eSports	33
DopaMind Games Studios	9A
Dr. PA Inamdar University	29
ENITIATE	2D
Gopic studio	5
GSTAR - Korea	3A
ICT Academy of Tamil Nadu	28
Invest India	1D
JetSynthesys	18
Krafton India Private Limited	11
Lets Game Now	2A
Media Entertainment Skill Council	1B
MSI	5B
National Institute of Design	1A
Nodwin Gaming Private Limited	20
Omen	8

Company	Booth Number
OnePlay	6
One Plus	9
TPV Technology India Pvt Ltd	12
PIXL Visual	3
Pune Knowledge Cluster	24
Playground Sofworks Pvt Ltd	7A
Psypher Interactive	30
QWR (XR Pavilion)	1E & 14
Revolutionary Studios	10
RockLobster Interactive	2
Samsung India Pvt Ltd	15
Someshwara	31
Sony India Pvt Ltd	17
Startup India	1C
Symbiosis Skills and Professional University (SSPU)	27
Trinity Gaming	5A
Trimurti Games LLP	7
Vishvakarma University	26
VIT Nagapur	25
XR Central	3B
Yologram	4

IGS-2024: BUILDING GLOBAL PARTNERSHIPS FOR INDIAN GAMING INDUSTRY

The Indian Gaming Show's 6th edition is especially important. It is positioned to serve as a catalyst for the international aspirations of the Indian gaming industry, with participation from ten countries and Indonesia as a partner country. The purpose of the event is to foster information sharing and strategic alliances that will drive innovation and improve gaming services

IGS 2024, the flagship event in India's gaming calendar, emerges as a catalyst for collaboration, uniting industry leaders, developers, educators, and enthusiasts under one roof. This year's edition holds particular significance with Indonesia as a partner country and participation from 10 nations, poised to propel India's gaming industry onto the global stage. The event aims to foster strategic partnerships and knowledge exchange to drive innovation and enhance gaming services. Set against the backdrop of Pune's status as an AVGC hub, known for its rich talent pool and conducive ecosystem, IGS 2024 sets the stage for transformative endeavors.

Members of the Indian Digital Gaming Society (IDGS), fresh from their engagements at prestigious events like The G-Star exhibition and the Game Developer's Conference in the USA, actively seek to harness international collaborations to elevate India's gaming prowess worldwide. With a resolute focus on 'Make in India for the World' and supportive policies, India stands ready to make substantial strides in the global gaming arena.

The foreign participation at IGS 2024 adds a unique dimension, emphasizing India's growing prominence and offering opportunities for cross-cultural exchange and collaboration. These international partnerships hold immense potential, transcending borders to facilitate knowledge exchange and pave the way for joint ventures. Such initiatives resonate with India's vision of emerging as a global gaming powerhouse, leveraging its abundant talent pool and technological expertise.

As the Indian gaming sector stands at a crossroads, poised for international expansion amidst a dynamic global landscape, IGS 2024 serves as a guiding light for industry stakeholders. Through comparative analysis, attendees gain valuable insights into crafting nuanced strategies to capitalize on distinct market opportunities, juxtaposing India's gaming market with established players and emerging markets across Southeast Asia.

At the heart of the India Gaming Show lies a reflection of the industry's current trends and future prospects. The dominance of mobile gaming, driven by increasing smartphone penetration and internet consumption, underscores the need for adaptation to evolving consumer preferences. Additionally, the burgeoning eSports scene and streaming platforms amplify the importance of localization efforts, providing fertile ground for industry players to thrive globally.

While challenges like low ARPU and regulatory uncertainties persist, they are accompanied by ample opportunities for expansion. India's youthful demographic profile, coupled with rising smartphone penetration and a growing gaming interest, offers fertile ground for global outreach. Initiatives such as the Production-Linked Incentive (PLI) scheme further incentivize investment, potentially stimulating market growth and reducing hardware costs.

IGS 2024 stands as a testament to the burgeoning investments and partnerships driving momentum within India's gaming ecosystem. It signifies growing interest in the market's global potential, with both international and domestic players actively contributing

Presence of Countries



to infrastructure development, talent cultivation, and market expansion. Strategic collaborations, such as Gardena's partnership with the Uttar Pradesh government to promote gaming and eSports, underscore concerted efforts to foster industry growth.

As the curtains rise on IGS 2024, Pune emerges as the epicenter of India's gaming revolution. With a potent mix of industry veterans, budding talent, and international collaborators, the event promises to be a milestone in India's journey towards gaming excellence. As participants converge to explore new horizons and forge meaningful partnerships, IGS 2024 sets the stage for a future where Indian gaming shines brightly on the global stage.

IDGS: Pioneering Growth and Collaboration in India's Gaming Industry

IDGS is a reliable partner for India's gaming sector in a time of digital innovation and fast technical development. By means of its collaborative efforts, support, and advocacy, IDGS is propelling the industry to unprecedented levels of growth and worldwide recognition

In the changing landscape of India's digital gaming sector, the Indian Digital Gaming Society (IDGS) stands out as a beacon of progress and cooperation. IDGS, a non-profit organization, serves as the apex body for fostering and promoting the Indian gaming sector. With a proactive strategy as its foundation, IDGS seeks to advocate for, promote, and enable growth, innovation, and capability development within the gaming ecosystem.

Advocating for Industry Advancement:

At the forefront of IDGS's initiatives is its advocacy for policies conducive to the growth of the gaming sector. By collaborating closely with governmental agencies, IDGS aims to pave the way for the industry's expansion and maturation. Through informed dialogue and strategic direction setting, IDGS serves as a crucial liaison, ensuring that the industry's voice is heard and its concerns addressed.

Empowering Members with Strategic Support:

One of IDGS's key functions lies in providing strategic support to its members. From policy advocacy to market research, IDGS offers a comprehensive suite of services aimed at empowering its members with the insights and resources necessary for success. Through consultancy services and knowledge platforms, IDGS facilitates informed decision-making and fosters innovation within the industry.

Fostering Innovation and Indigenization:

Central to IDGS's mission is the promotion of innovation and indigenization within the gaming ecosystem. By engaging with academic and technological institutions, IDGS seeks to harness India's vast pool of talent and expertise to drive innovation in gaming technology. Through collaborative efforts and sustained engagement, IDGS aims to position India as a global leader in gaming innovation.

Facilitating Global Engagement:

IDGS recognizes the importance of global engagement in propelling India's gaming industry onto the world stage. Through export promotion and educational initiatives, IDGS

seeks to raise awareness of India's gaming prowess on the global stage. By showcasing domestic industry in international exhibitions and facilitating skill development programs, IDGS opens doors for international collaboration and growth opportunities.

In an era defined by digital innovation and rapid technological advancement, IDGS stands as a steadfast ally to India's gaming industry. Through its advocacy, support, and collaborative efforts, IDGS is driving the industry towards new heights of success and global recognition. As India's gaming ecosystem continues to evolve, IDGS remains committed to championing its growth and prosperity, ensuring that the nation takes its rightful place as a powerhouse in the digital gaming arena.



SHAPING INDIA'S GAMING STARTUP REVOLUTION

The gaming startup ecosystem in India is undergoing a transformative evolution, characterized by strategic shifts and emerging opportunities. In this changing scenario, the Indian Digital Gaming Society (IDGS) has emerged as a pillar of support for the gaming startup ecosystem through its various initiatives, allowing the startups to thrive on both domestic and global fronts

In recent years, India's gaming industry has undergone a profound evolution, driven by shifting dynamics and emerging trends within the startup ecosystem. As the sector matures, a pivotal player has emerged to shepherd this transformation—the Indian Digital Gaming Society (IDGS). Through its multifaceted approach encompassing market research, focus on emerging technology and new opportunities, export promotion, indigenisation and innovation initiatives, and education and skill development

efforts, IDGS has become the cornerstone of support for burgeoning gaming startups, enabling them to flourish both domestically and on the global stage.

This transformative journey within India's gaming landscape is underscored by a strategic shift from a focus on quantity to quality—an evolution championed by IDGS. Traditionally, developers chased user acquisition and rapid growth, often sacrificing game quality in the process. However, a notable shift towards crafting high-quality games with original IPs has emerged, emphasizing engagement and innovation over sheer user numbers. IDGS has played a pivotal role in fostering this transition, providing guidance and resources to developers as they navigate this new paradigm.

Central to this shift is IDGS's recognition of the gaming industry as a knowledge economy business—a realm where talent and cohesion reign supreme. Unlike traditional industries, the success of gaming startups hinges on the ingenuity of small, talented teams. IDGS has keenly understood

this dynamic, spearheading initiatives to nurture India's abundant talent pool. Through targeted mentorship and networking initiatives, IDGS facilitates the convergence of top-tier talent, fostering a collaborative ecosystem that fuels creativity and innovation.

Moreover, IDGS serves as a bridge for startups to capitalize on India's rapidly growing gaming audience. While seasoned developers may dominate mature markets like North America, IDGS acknowledges the gap in catering to the Indian gaming market and aids startups in seizing this opportunity. By embracing India's unique market dynamics and cultural nuances, developers guided by IDGS gain a strategic advantage, enabling them to tailor innovative gaming experiences to the specific needs and preferences of Indian gamers.

UNLIKE TRADITIONAL INDUSTRIES, THE SUCCESS OF GAMING STARTUPS HINGES ON THE INGENUITY OF SMALL, TALENTED TEAMS. IDGS HAS KEENLY UNDERSTOOD THIS DYNAMIC, SPEARHEADING INITIATIVES TO NURTURE INDIA'S ABUNDANT TALENT POOL



As gaming emerges as a potent educational tool, IDGS continues to support startups at the forefront of pioneering innovations in this space. By facilitating collaboration and providing resources, IDGS empowers startups to integrate gaming elements into educational platforms, creating immersive and interactive learning experiences. This not only enhances engagement and retention but also addresses critical challenges such as the weight of heavy school bags borne by children, thereby aligning gaming with educational objectives.

Additionally, IDGS recognizes the potential of startups in developing holistic educational ecosystems. By fostering a culture of innovation and providing access to funding and expertise, it enables startups to create centralized platforms that streamline the learning process and maximize educational outcomes. By focusing on defensible products in the educational gaming space, IDGS assists startups in establishing themselves as leaders in the field, thereby carving out a niche in the rapidly growing market for educational gaming solutions. Through these concerted efforts, IDGS propels India's gaming startup ecosystem forward, fostering growth, innovation, and global competitiveness.

41% Gamers in India are Women

In a recent report on India's gaming landscape, a significant finding has emerged: 41% of gamers in the country are women. This revelation underscores a notable shift in the gaming industry, with female participation on the rise, particularly from non-metro cities.

The report, based on a survey of 2,000 users, highlights the increasing presence of women gamers, suggesting a more inclusive gaming

environment. Experts note that this trend is not limited to gaming alone but extends to various roles within the industry, such as developers, CEOs, designers, writers, and coaches.

The forecast for the future looks promising, with the latest projections indicating a continued increase in the female fan base of eSports audiences. Additionally, market research predicts substantial growth in revenue from video games, expected to reach \$868

million in 2023, with the number of gamers across all platforms projected to surpass 641 million by 2027.

Industry insiders recognize the significance of female gamers and content creators in driving growth and engaging diverse audiences. This recognition signals a shift towards a more inclusive gaming culture, with opportunities abound for women in eSports, gaming content creation, and beyond.

Invest India Highlights India's Gaming Potential

Invest India has spotlighted India's burgeoning gaming industry, citing its 400+ million gamers and 5 million software developers. India's gaming market is rapidly emerging on the global stage, offering significant opportunities for game developers and publishers worldwide. With IPs like Raji and Indus gaining international acclaim, India's game development talent, blending technology, art, and culture, is at the forefront of innovation.

To foster further growth, the Government of India is establishing

specialized AVGC CoEs, introducing incentives, and streamlining regulatory policies. Events like the India Gaming Show provide vital platforms for stakeholders to collaborate and strategize, driving the industry forward. Invest India reaffirms its commitment to supporting industry partners and investors, paving the way for India's gaming industry to become a key economic contributor in the nation's journey towards innovation and digital advancement.

WITH IPs LIKE RAJI AND INDUS GAINING INTERNATIONAL ACCLAIM, INDIA'S GAME DEVELOPMENT TALENT, BLENDING TECHNOLOGY, ART, AND CULTURE, IS AT THE FOREFRONT OF INNOVATION

Online Gaming Surges, Reaching Rs 220 billion

The Indian gaming industry continues its meteoric rise, surging to a record Rs 220 billion in revenue, a 22% increase from the previous year, says a report. With 455 million gamers, India's gaming ecosystem is now the fourth-largest segment in the media and entertainment sector. The report forecasts further growth, estimating a sector worth Rs 388 billion by 2026. Despite regulatory challenges and

increased GST, the industry remains resilient, buoyed by growing investments and a burgeoning user base. Transaction-based games lead revenue, with Rs 182 billion, followed by eSports and casual games. The report highlights the sector's transformative impact, not just as entertainment but as a viable career path and a lucrative business opportunity for stakeholders.

TRANSACTION-BASED GAMES LEAD REVENUE, WITH RS 182 BILLION, FOLLOWED BY eSPORTS AND CASUAL GAMES

ORGANIZED BY:      

STEP INTO THE ACTION!

India gaming show 2024

YOUR PASSPORT TO GAMING PARADISE!

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Key Brands at Exhibition
 **AGON by AOC**  **AMD**

Key Brands at Exhibition

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  **BUSHIROAD** 

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 **ICTACADEMY OF TAMIL NADU**  **INVEST INDIA**

 **KRAFTON**  **LAPCARE** 

  **LG**  **Metabook XR**

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  **nautilus**  **NODWIN GAMING** 

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