



# Media Coverage Report

## IDGS Gaming Conclave

z

Submitted by: -

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Propelling Purposeful Perceptions

## **Activity Synopsis**

### **Press Release Dissemination**

The press release with photographs was disseminated in New Delhi after the conclave garnering in publications. The coverage secured is as follows:

	<b>Date</b>	<b>Publication</b>	<b>Edition (Print / Web)</b>
<b>1.</b>	<b>12.08.24</b>	<b>PTI</b>	<a href="https://www.ptinews.com/">https://www.ptinews.com/</a>
<b>2.</b>	<b>12.08.24</b>	<b>The Hindu</b>	<a href="https://www.thehindu.com/sci-tech/technology/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-by-next-year-india-ceo/article68516886.ece">https://www.thehindu.com/sci-tech/technology/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-by-next-year-india-ceo/article68516886.ece</a>
<b>3.</b>	<b>12.08.24</b>	<b>NDTV Profit</b>	<a href="https://www.ndtvprofit.com/business/pubg-bgmi-maker-krafton-to-establish-indian-rd-center-by-2025">https://www.ndtvprofit.com/business/pubg-bgmi-maker-krafton-to-establish-indian-rd-center-by-2025</a>
<b>4.</b>	<b>12.08.24</b>	<b>News Drum</b>	<a href="https://www.newsdrum.in/business/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-by-next-year-india-ceo-6852171">https://www.newsdrum.in/business/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-by-next-year-india-ceo-6852171</a>
<b>5.</b>	<b>12.08.24</b>	<b>Rediff</b>	<a href="https://money.rediff.com/news/market/krafton-to-set-up-r-d-unit-in-india-pubg-bgmi-maker/14180920240812">https://money.rediff.com/news/market/krafton-to-set-up-r-d-unit-in-india-pubg-bgmi-maker/14180920240812</a>
<b>6.</b>	<b>12.08.24</b>	<b>India Broadcasting World</b>	<a href="https://www.indianbroadcastingworld.com/pubg-maker-krafton-plans-india-rd-unit-by-2025/">https://www.indianbroadcastingworld.com/pubg-maker-krafton-plans-india-rd-unit-by-2025/</a>
<b>7.</b>	<b>14.08.24</b>	<b>searchtopnesupdates</b>	<a href="https://searchtopnewsupdates.blogspot.com/2024/08/india-represents-17-20-of-worldgamers.html">https://searchtopnewsupdates.blogspot.com/2024/08/india-represents-17-20-of-worldgamers.html</a>
<b>8.</b>	<b>14.08.24</b>	<b>Tennews</b>	<a href="https://tennews.in/india-represents-17-20-pc-of-gamers-in-200-billion-global-industry-experts/">https://tennews.in/india-represents-17-20-pc-of-gamers-in-200-billion-global-industry-experts/</a>
<b>9.</b>	<b>14.08.24</b>	<b>Investing.com</b>	<a href="https://in.investing.com/news/stock-market-news/india-represents-1720-pc-of-gamers-in-200-billion-global-industry-experts-4385889">https://in.investing.com/news/stock-market-news/india-represents-1720-pc-of-gamers-in-200-billion-global-industry-experts-4385889</a>

10.	12.08.24	<b>The Economic Times</b>	<a href="https://m.economictimes.com/tech/tech-bytes/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-ceo-sean-hyunil-sohn/articleshow/112472441.cms">https://m.economictimes.com/tech/tech-bytes/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-ceo-sean-hyunil-sohn/articleshow/112472441.cms</a>
11.	14.08.24	<b>CXOToday.com</b>	<a href="https://cxotoday.com/press-release/india-represents-17-20-of-the-worlds-gamers-in-the-200-billion-global-industry-new-capabilities-and-investments-set-to-propel-sector-growth-says-rajan-navani-president-of-india-digital-gaming-so/">https://cxotoday.com/press-release/india-represents-17-20-of-the-worlds-gamers-in-the-200-billion-global-industry-new-capabilities-and-investments-set-to-propel-sector-growth-says-rajan-navani-president-of-india-digital-gaming-so/</a>
12.	14.08.24	<b>Business World</b>	<a href="https://businessworld.in/article/india-accounts-for-20-of-the-global-gaming-business-valued-200-bn-experts-529656">https://businessworld.in/article/india-accounts-for-20-of-the-global-gaming-business-valued-200-bn-experts-529656</a>
13.	14.08.24	<b>Ommcomnews</b>	<a href="https://ommcomnews.com/india-news/india-represents-17-20-pc-of-gamers-in-200-billion-global-industry-experts">https://ommcomnews.com/india-news/india-represents-17-20-pc-of-gamers-in-200-billion-global-industry-experts</a>
14.	14.08.24	<b>Indica News</b>	<a href="https://indicaneews.com/indian-gamers-make-up-17-20-in-200-billion-global-industry-experts/">https://indicaneews.com/indian-gamers-make-up-17-20-in-200-billion-global-industry-experts/</a>
15.	12.08.24	<b>Money Control</b>	<a href="https://www.moneycontrol.com/news/business/companies/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-by-next-year-india-ceo-12794394.html">https://www.moneycontrol.com/news/business/companies/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-by-next-year-india-ceo-12794394.html</a>
16.	14.08.24	<b>Pickle.com</b>	<a href="https://pickle.co.in/sticky/india-gaming-conclave-mapping-out-industrys-surge-and-future-vision/">https://pickle.co.in/sticky/india-gaming-conclave-mapping-out-industrys-surge-and-future-vision/</a>
17.	15.08.24	<b>DT Next</b>	<a href="https://www.dtnext.in/news/business/india-represents-17-20-pc-of-gamers-in-200-billion-global-industry-experts-799546">https://www.dtnext.in/news/business/india-represents-17-20-pc-of-gamers-in-200-billion-global-industry-experts-799546</a>
18.	12.08.24	<b>Infomance.com</b>	<a href="https://www.infomance.com/news/krafton-to-establish-rd-unit-in-india-by-2025/">https://www.infomance.com/news/krafton-to-establish-rd-unit-in-india-by-2025/</a>
19.	12.08.24	<b>Projxnews.com</b>	<a href="https://projxnews.com/blog/krafton-bets-big-on-india-with-rd-hub">https://projxnews.com/blog/krafton-bets-big-on-india-with-rd-hub</a>
20.	12.08.24	<b>Inshorts</b>	<a href="https://inshorts.com/en/news/krafton-to-set-up-r-d-facility-in-india-by-2026-1723534552452">https://inshorts.com/en/news/krafton-to-set-up-r-d-facility-in-india-by-2026-1723534552452</a>

21.	12.08.24	Inc42	<a href="https://inc42.com/buzz/krafton-to-set-up-rd-facility-in-india-by-2026/">https://inc42.com/buzz/krafton-to-set-up-rd-facility-in-india-by-2026/</a>
22.	12.08.24	Business Standard	<a href="https://www.business-standard.com/companies/news/pubg-bgmi-maker-krafton-plans-to-set-up-r-d-unit-in-india-by-next-year-india-ceo-124081201642_1.html">https://www.business-standard.com/companies/news/pubg-bgmi-maker-krafton-plans-to-set-up-r-d-unit-in-india-by-next-year-india-ceo-124081201642_1.html</a>
23.	12.08.24	Newson Projects	<a href="https://newsonprojects.com/news/krafton-to-establish-rd-unit-in-india-by-next-year">https://newsonprojects.com/news/krafton-to-establish-rd-unit-in-india-by-next-year</a>
24.	12.08.24	Your story	<a href="https://yourstory.com/2024/08/pubg-bgmi-maker-krafton-plans-setup-rd-unit-india-next-year">https://yourstory.com/2024/08/pubg-bgmi-maker-krafton-plans-setup-rd-unit-india-next-year</a>
25.	15.08.24	India Today Gaming	<a href="https://www.youtube.com/watch?v=1ukQlfLENT0">https://www.youtube.com/watch?v=1ukQlfLENT0</a>
26.	15.08.24	India Today Gaming	<a href="https://www.youtube.com/watch?v=1ukQlfLENT0">https://www.youtube.com/watch?v=1ukQlfLENT0</a>
27.	14.8.24	AFK Gaming.com	<a href="https://afkgaming.com/global/pixel-pl-gaming-ceo-paychecks-under-the-microscope">https://afkgaming.com/global/pixel-pl-gaming-ceo-paychecks-under-the-microscope</a>
28.	16.08.24	jantaserishta	<a href="https://jantaserishta.com/business/india-poised-for-gaming-growth-idgs-2024-sheds-light-on-the-way-forward-3463564">https://jantaserishta.com/business/india-poised-for-gaming-growth-idgs-2024-sheds-light-on-the-way-forward-3463564</a>

Publication	PTI
DATE	12.8.2024
Edition	Online
Page No.	

<https://www.ptinews.com/story/business/pubg-bgmi-maker-krafton-plans-to-set-up-r-d-unit-in-india-by-next-year-india-ceo/1732710>



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NEW DELHI: PUBG and BGMI-maker KRAFTON intends to set up an R&D facility in India by next year to develop games suited to the Indian culture, company's India business head Sean Hyunil Sohn said.

KRAFTON India CEO Sohn said that the details of the facility are yet to be finalised, but the top location choices are Bangalore and Pune.

"We will continue to launch new games for the Indian market, either sourcing from outside or from India. We will do our best to set up a good quality development team based in India and develop quality games based on Indian culture," he said on the

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Publication	The Hindu
DATE	12.08.2024
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<https://www.thehindu.com/sci-tech/technology/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-by-next-year-india-ceo/article68516886.ece>



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## PUBG, BGMI-maker KRAFTON plans to set up R&D unit in India by next year: India CEO

KRAFTON India CEO Sohn said that the details of the facility are yet to be finalised, but the top location choices are Bangalore and Pune

Updated - August 12, 2024 07:30 pm IST Published - August 12, 2024 07:29 pm IST - New Delhi

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<b>DATE</b>	<b>12.08.2024</b>
<b>Edition</b>	<b>Online</b>
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<https://www.ndtvprofit.com/business/pubg-bgmi-maker-krafton-to-establish-indian-rd-center-by-2025>

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## PUBG, BGMI-Maker Krafton To Establish Indian R&D Center By 2025

*Krafton has invested \$160 million in Indian startups since 2021 and plans to invest an additional \$150 million over the next 2-3 years.*

PTI

12 Aug 2024, 08:07 PM IST

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Publication	NewsDrum
DATE	12.08.2024
Edition	Online
Page No.	

<https://www.newsdrum.in/business/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-by-next-year-india-ceo-6852171>

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Business

## PUBG, BGMI-maker KRAFTON plans to set up R&D unit in India by next year: India CEO

NewsDrum Desk  
12 Aug 2024 19:05 IST

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New Delhi, Aug 12 (PTI) PUBG and BGMI-maker KRAFTON intends to set up an R&D facility in India by next year to develop games suited to the Indian culture, company's India business head Sean Hyunil Sohn said.

KRAFTON India CEO Sohn said that the details of the facility are yet to be finalised, but the top location choices are Bangalore and Pune.

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<b>Publication</b>	<b>Rediff</b>
<b>DATE</b>	<b>12.08.2024</b>
<b>Edition</b>	<b>Online</b>
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<https://money.rediff.com/news/market/krafton-to-set-up-r-d-unit-in-india-pubg-bgmi-maker/14180920240812>

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### KRAFTON to Set Up R"D Unit in India: PUBG, BGMI Maker

By Rediff Money Desk, New Delhi Aug 12, 2024 19:05 Share on:   

KRAFTON, the maker of PUBG and BGMI, plans to establish an R"D facility in India by next year to develop games aligned with Indian culture. The company is looking at Bangalore and Pune as potential locations for the facility.



TODAY'S MOST TRADED COMPANIES

<b>Publication</b>	<b>India Broadcasting World</b>
<b>DATE</b>	<b>12.08.2024</b>
<b>Edition</b>	<b>Online</b>
<b>Page No.</b>	

<https://www.indianbroadcastingworld.com/pubg-maker-krafton-plans-india-rd-unit-by-2025/>



## JBG-maker KRAFTON plans India R&D unit by 2025



PUBG and BGMI-maker KRAFTON intends to set up an R&D facility in India by next year to develop games suited to Indian culture, company's India business head Sean Hyunil Sohn said.

KRAFTON India CEO Sohn said that the details of the facility are yet to be finalised, but the top location choices are Bangalore and Pune, a PTI report from New Delhi stated yesterday.

We will continue to launch new games for the Indian market, either sourcing from outside or from India. We will do our best to set up a good quality development team based in India and develop quality games based on Indian culture," he said on the sidelines of IDGS Gaming Conclave.

moneycontrol.com report quoted Sohn as saying that they had seen a very fast pace of growth on a year-on-year

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<b>Publication</b>	searchtopnewsupdates
<b>DATE</b>	14.08.2024
<b>Edition</b>	Online
<b>Page No.</b>	

<https://searchtopnewsupdates.blogspot.com/2024/08/india-represents-17-20-of-worldgamers.html>

AUG  
14

India Represents 17-20% of the World's Gamers in the \$200 Billion Global Industry



<b>Publication</b>	<b>Tennews.in</b>
<b>DATE</b>	<b>14.08.2024</b>
<b>Edition</b>	<b>Online</b>
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<https://tennews.in/india-represents-17-20-pc-of-gamers-in-200-billion-global-industry-experts/>

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**BUSINESS**

### India Represents 17-20 Pc Of Gamers In \$200 Billion Global Industry: Experts

On Aug 14, 2024

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New Delhi, Aug 14 (IANS) The global gaming ecosystem is a \$200 billion industry and India currently represents 17-20 per cent of the world's gamers, experts said on Wednesday.

According to the Indian Digital Gaming Society (IDGS), the nation's potential in the realm of digital gaming is tremendous, and harnessing this potential to create a thriving and sustainable industry is a goal we should all be committed to achieving.

"The Indian gaming industry is thriving, but we need to build new capabilities and skills. There must be more investments in technology and, particularly, in infrastructure to support the industry's growth," said Rajan Navani, President of IDGS.

Prime Minister Narendra Modi recently interacted with young gamers, which highlights the growing ecosystem for gaming in the country. The government is recognising gaming as a special talent, much like other sports.

The Ministry of Information and Broadcasting is set to organise the AVGC (audio-video, gaming and comics) summit, which includes a dedicated pillar for gaming.

Govt Health Secretary, Minister of IDGS said that the government will continue to support and promote the growth of the digital gaming industry.

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Publication	Investing.com
DATE	12.08.2024
Edition	Online
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<https://in.investing.com/news/stock-market-news/india-represents-1720-pc-of-gamers-in-200-billion-global-industry-experts-4385889>

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## India represents 17-20 pc of gamers in \$200 billion global industry: Experts

IANS Stock Markets  
Published 14-08-2024, 09:55 pm

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© Reuters. India represents 17-20 pc of gamers in \$200 billion global industry: Experts



2,57788 ▼125.81 4.65%

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04:00 05:00 06:00 07:00

Nifty 50	24,433.05	+289.30	+1.20%
BSE Sensex	80,050.11	+844.23	+1.09%
Nifty Bank	50,387.60	+660.30	+1.33%
Nifty 50 Futa...	24,462.85	+288.20	+1.19%
US 500	5,553.80	+10.7	+0.19%
FTSE 100	8,327.41	-19.94	-0.24%
Dollar Index	102.792	-0.016	-0.02%

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<b>Publication</b>	<b>The Economic Times</b>
<b>DATE</b>	<b>12.08.2024</b>
<b>Edition</b>	<b>Online</b>
<b>Page No.</b>	

<https://m.economictimes.com/tech/tech-bytes/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-ceo-sean-hyunil-sohn/articleshow/112472441.cms>

The screenshot shows a news article on the Economic Times mobile website. The article title is "PUBG, BGMI-maker Krafton plans to set up R&D unit in India: CEO Sean Hyunil Sohn". The synopsis states: "The company earlier this year launched the Krafton India Gaming Incubator programme to support game development talent in India by providing funding, mentorship, and essential resources to developers. KRAFTON has invested USD 160 million in Indian startups since 2021 and plans to invest an additional USD 150 million over the next 2-3 years." Below the synopsis is a photo of Sean Hyunil Sohn, CEO of Krafton. The page also features several advertisements, including one for IndusInd Bank's "PIONEER" service, a "Magical Family Holidays" offer by ClubMahindra, and a "NICORNS SUMMIT" advertisement.

<b>Publication</b>	<b>CXO.com</b>
<b>DATE</b>	<b>13.08.2024</b>
<b>Edition</b>	<b>Online</b>
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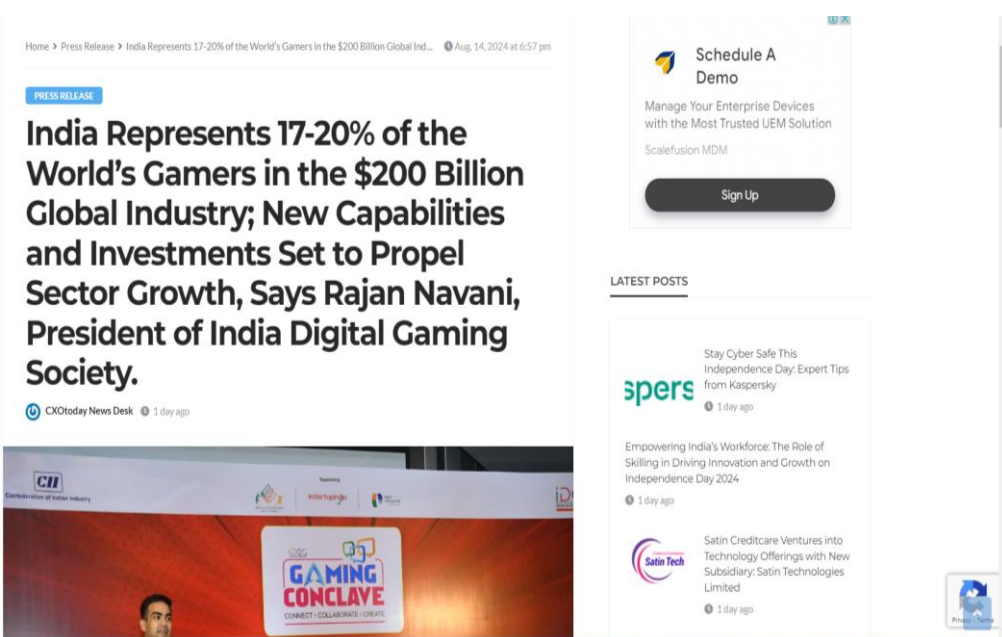
<https://cxotoday.com/press-release/india-represents-17-20-of-the-worlds-gamers-in-the-200-billion-global-industry-new-capabilities-and-investments-set-to-propel-sector-growth-says-rajan-navani-president-of-india-digital-gaming-so/>

Home > Press Release > India Represents 17-20% of the World's Gamers in the \$200 Billion Global Ind... Aug. 14, 2024 at 6:57 pm

**PRESS RELEASE**

## India Represents 17-20% of the World's Gamers in the \$200 Billion Global Industry; New Capabilities and Investments Set to Propel Sector Growth, Says Rajan Navani, President of India Digital Gaming Society.

CXOtoday News Desk 1 day ago





Publication	Business World
DATE	13.08.2024
Edition	Delhi
Page No.	03

<https://businessworld.in/article/india-accounts-for-20-of-the-global-gaming-business-valued-200-bn-experts-529656>

Home / Entertainment / India Accounts For 20% Of The Global Gaming Business Valued \$200 Bn: Experts

## India Accounts For 20% Of The Global Gaming Business Valued \$200 Bn: Experts

BW Online Bureau | Aug 14, 2024

# Global Gaming Business # IDGS 2024 # Indian Gaming Industry

Industry leaders prioritise innovation, education and infrastructure to increase India's share of the global gaming market at The Indian Digital Gaming Society event



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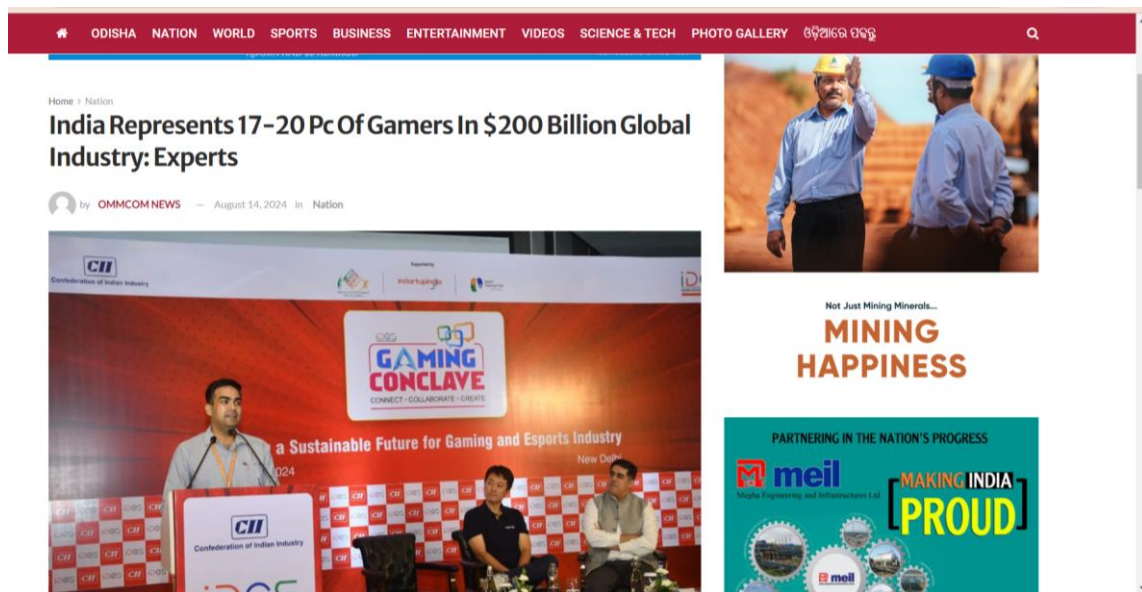
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<https://ommcomnews.com/india-news/india-represents-17-20-pc-of-gamers-in-200-billion-global-industry-experts>



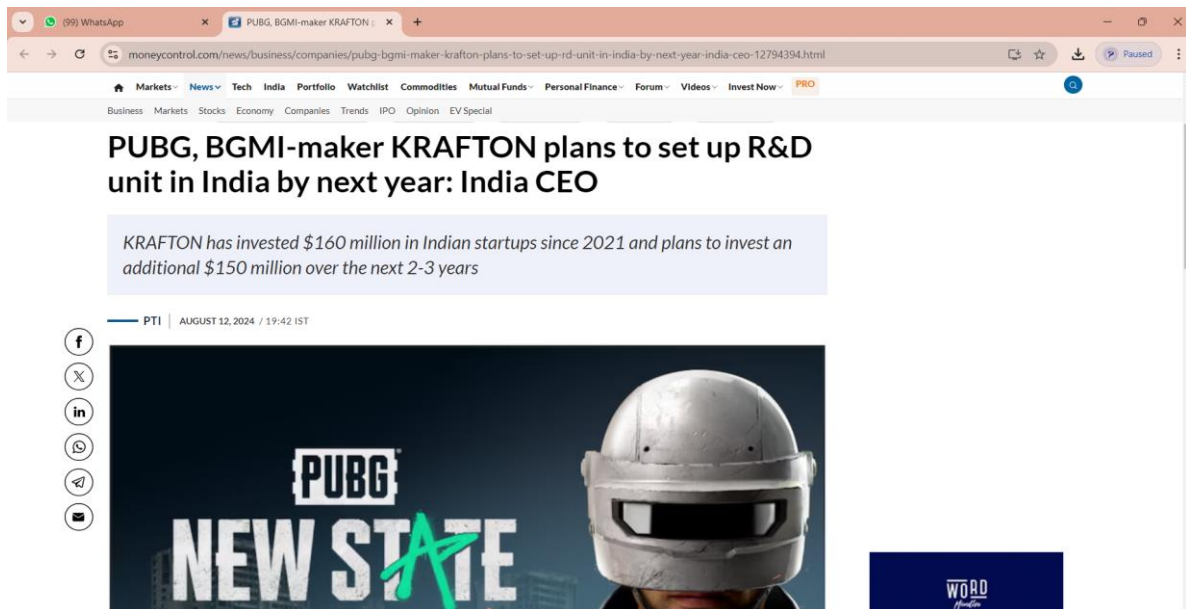
<b>Publication</b>	<b>Indica News</b>
<b>DATE</b>	<b>13.08.2024</b>
<b>Edition</b>	<b>Online</b>
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<https://indicanews.com/indian-gamers-make-up-17-20-in-200-billion-global-industry-experts/>

The screenshot displays the Indica News website interface. At the top left is the 'indicanews' logo with the tagline 'in-depth information you can trust'. A blue banner on the right says 'Thank you to our subscribers - you're our backbone.' with 'Subscribe' and 'Contribute' buttons. Below this is a navigation menu with categories like HOME, NEWS, TECH-BIZ, SPOTLIGHT, I-STORY, STATE OF THE ART, HEALTH AND WELLNESS, VIDEOS, and ABOUT INDICA. A 'SUPPORT US- SUBSCRIBE' button is also present. The main article headline is 'Indian gamers make up 17%-20% in \$200 billion global industry: Experts', dated August 14, 2024. Below the headline is a photo of a man speaking at a 'GAMING CONCLAVE' event. On the right side, there are social media sharing icons and two promotional banners: one for 'Unleash High Performant Teams to Build Resilient Teams!' and another for 'INRI Invest in Indian Mutual Funds'.

<b>Publication</b>	<b>Money Control</b>
<b>DATE</b>	<b>12.08.2024</b>
<b>Edition</b>	<b>Online</b>
<b>Page No.</b>	

<https://www.moneycontrol.com/news/business/companies/pubg-bgmi-maker-krafton-plans-to-set-up-rd-unit-in-india-by-next-year-india-ceo-12794394.html>



Publication	Pickle.co.in
DATE	13.08.2024
Edition	Online
Page No.	

<https://pickle.co.in/sticky/india-gaming-conclave-mapping-out-industrys-surge-and-future-vision/>

The screenshot shows a web browser displaying the article page on the Pickle website. The browser's address bar shows the URL: <https://pickle.co.in/sticky/india-gaming-conclave-mapping-out-industrys-surge-and-future-vision/>. The website's navigation menu includes Home, Films, Gaming, AVGC AR/VR, Events, Tech, Media, Archives, and More. The main article title is "India Gaming Conclave: Mapping out Industry's Surge and Future Vision", written by Pickle on August 13, 2024. Below the title are social media share icons for Facebook, Twitter, and WhatsApp. The featured image is a promotional banner for the "GAMING CONCLAVE" event, which includes the text "CONNECT - COLLABORATE - CREATE" and "BUILDING A SUSTAINABLE FUTURE FOR VIDEO GAMES AND ESPORTS INDUSTRY". The banner also specifies the date "12 AUGUST 2024" and the time "1030 - 1200 HOURS" at "LE MERIDIEN ELITE HALL, NEW DELHI". To the right of the main article is a "Highlights" section with several small thumbnail images and titles, including "Roberto Benigni to Get Golden Lion at Venice For Lifetime Achievement", "TIFF Reveals Plans for Industry Conference", "Films by Shekhar Kapur and Shubham Yogi Selected for Toronto Gala", "A Selection to Die for", "Le Musk: A Brave New Frontier in Cinema", and "The Path finder: Jyoti".

Publication	Business Today
DATE	15.08.2024
Edition	Online
Page No.	

<https://www.businesstoday.in/technology/news/story/india-poised-for-gaming-growth-idgs-2024-highlights-potential-and-path-forward-441671-2024-08-16>

The screenshot shows the Business Today website interface. At the top, there's a navigation bar with the 'bt Business Today' logo, 'MODIN MCS 30 BUDGET 2024-25', and a 'Subscribe' button. Below the navigation bar, there are several menu items: HOME, BUDGET 2024, MAGAZINE, BT TV, MARKET TODAY, TECH TODAY, MONEY TODAY, MUTUAL FUNDS, INDUSTRY, VISUAL STORIES, BT REELS, and EVENTS. The main content area displays the article title 'India poised for gaming growth: IDGS 2024 highlights potential and path forward' by Pranav Dixit, updated on Aug 16, 2024. There are two advertisements for 'adani INDIA 100' and 'A FUTURE-READY INDIA' interspersed in the content. The page also features a 'TOP STORIES' section at the bottom.

<b>Publication</b>	<b>DT Next</b>
<b>DATE</b>	<b>14.08.2024</b>
<b>Edition</b>	<b>Online</b>
<b>Page No.</b>	

<https://www.dtnext.in/news/business/india-represents-17-20-pc-of-gamers-in-200-billion-global-industry-experts-799546>



Home > News > Business

## India represents 17-20 pc of gamers in \$200 billion global industry: Experts

*According to the Indian Digital Gaming Society (IDGS), the nation's potential in the realm of digital gaming is tremendous, and harnessing this potential to create a thriving and sustainable industry is a goal we should all be committed to achieving.*

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Publication	Infomance.com
DATE	12.08.2024
Edition	Online
Page No.	

<https://www.infomance.com/news/krafton-to-establish-rd-unit-in-india-by-2025/>

The screenshot shows the website's navigation bar with categories: LATEST, THE FINANCIAL FILES, REPORTS, and STARTUP SECTORS. A 'Restore pages?' notification is visible in the top right corner. The main content area features a news article with the title 'KRAFTON to Establish R&D Unit in India by 2025' by the Infomance Team, dated August 13, 2024. The article includes a large image of a man speaking into a microphone with the word 'KRAFTON' overlaid. To the right, there is a 'Popular Stories' section with three items: 'Karnataka Govt. to Offer 25K to Individuals Switch...', 'Logistics Startup Shadowfax Plans Rs 3,000 Cr IPO', and 'Talent Platform FlexiBees Raises Pre-Series A Fund...'. A small thumbnail of the main article is also visible below the 'Popular Stories' section.

Publication	Projxnews
DATE	12.08.2024
Edition	Online
Page No.	

<https://projxnews.com/blog/krafton-bets-big-on-india-with-rd-hub>

The screenshot displays the Projx News website interface. At the top, the navigation bar includes the Projx News logo, a search icon, and a menu with categories: Home, Industrial, Pharma, Chemicals, Textiles, More, and All News. The main content area features a large image of a person in a lab coat working at a computer workstation in a high-tech laboratory. Below the image, the article title "KRAFTON Bets Big On India With R&D Hub" is visible, with "CONTRACTS" and "INDUSTRIAL" tags. To the right, a "Recent Posts" sidebar contains a promotional banner for "Projects India" with the headline "Tired of endless searching for new private projects in India?" and a list of benefits. Below the banner is a post titled "Banwari Lal Packaging Expands To Hima..." with a date of "Aug 16, 2024".



<b>Publication</b>	<b>Inshorts</b>
<b>DATE</b>	<b>12.08.2024</b>
<b>Editio</b>	<b>Online</b>
<b>Page No.</b>	

<https://inshorts.com/en/news/krafton-to-set-up-r-d-facility-in-india-by-2026-1723534552452>

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#### Krafton to set up R&D facility in India by 2026

short by System User / 01:00 pm on Tuesday 13 August, 2024

Krafton's India head Sean Hyunil Sohn has reportedly said that the company plans to establish a research and development (R&D) facility in India by 2026. As per PTI, Sohn said that the R&D unit will focus on developing games "suited to Indian culture". KRAFTON India head also flagged the lack of top-quality talent supply in the Indian gaming ecosystem.

[read more at Inc42](#)



#### J&K polls, 1st since Article 370 move, to be held in September; Haryana to vote in Oct

short by Shalini ogha / 03:37 pm on Friday 16 August, 2024

The Election Commission on Friday announced elections in J&K will be held in three phases on September 18, September 25 and October 1. This is the first time Assembly polls are happening in J&K after Article 370 abrogation. Meanwhile, Haryana will vote in a single phase on October 1. Results of both elections will be declared on October 4.

Publication	Inc 42
DATE	12.08.2024
Edition	Online
Page No.	

<https://inc42.com/buzz/krafton-to-set-up-rd-facility-in-india-by-2026/>

The screenshot shows the Inc42 website interface. At the top is a red navigation bar with a search icon, 'LATEST', 'BY INDUSTRY', 'D2CX', the 'Inc42' logo, 'NEW DATALABS', 'JOIN INC42 PLUS', and 'LOGIN'. Below the navigation bar is a large banner for OVHcloud with the text 'Disrupt in your own style' and an image of a woman in a pink blazer. Underneath the banner is a red 'NEWS' tag, followed by the article title 'KRAFTON To Set Up R&D Facility In India By 2026' and the byline '13 Aug'24 | By Team Inc42'. To the right of the article title is a 'Trending Stories' section with a preview for 'BharatPe's Second Bet On Trillion Loans:'. Below the article title is a large image of the Krafton logo.

<b>Publication</b>	<b>Business Standard</b>
<b>DATE</b>	<b>12.08.2024</b>
<b>Edition</b>	<b>Online</b>
<b>Page No.</b>	

[https://www.business-standard.com/companies/news/pubg-bgmi-maker-krafton-plans-to-set-up-r-d-unit-in-india-by-next-year-india-ceo-124081201642\\_1.html](https://www.business-standard.com/companies/news/pubg-bgmi-maker-krafton-plans-to-set-up-r-d-unit-in-india-by-next-year-india-ceo-124081201642_1.html)

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Home / Companies / News / PUBG, BGMI-maker KRAFTON plans to set up R&D unit in India by next year

## PUBG, BGMI-maker KRAFTON plans to set up R&D unit in India by next year

KRAFTON India CEO Sohn said that the details of the facility are yet to be finalised, but the top location choices are Bangalore and Pune

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<b>Publication</b>	<b>News on projects</b>
<b>DATE</b>	<b>12.08.2024</b>
<b>Edition</b>	<b>Online</b>
<b>Page No.</b>	

<https://news on projects.com/news/krafton-to-establish-rd-unit-in-india-by-next-year>

The screenshot shows the homepage of news on projects.com. The main article is titled "KRAFTON to Establish R&D Unit in India by Next Year". The article text reads: "KRAFTON, the developer behind popular games such as PUBG and BGMI, plans to establish a research and development (R&D) facility in India by next year, according to Soan Hyunil Sohn, the company's India business head. The new facility aims to create games tailored to Indian culture and preferences. Sohn indicated that while the exact location is yet to be finalized, Bangalore and Pune are among the top contenders. The R&D unit will focus on developing high-quality games and expanding KRAFTON's portfolio for the Indian market, either through local development or sourcing from international teams. Speaking at the IDGS Gaming Conclave, Sohn emphasized that India is one of KRAFTON's top three markets by user base. He highlighted the rapid growth in demand for digital entertainment and gaming in the country but noted challenges such as a shortage of top-quality talent and insufficient IT infrastructure for education. Sohn expressed the need for a shift in perception towards gaming as a viable professional career and called for more government support in education. He pointed out that while there are many online resources for learning coding and game development, access to hardware and family support remains limited for many students. To address these issues, KRAFTON has invested \$160 million in Indian startups since 2021 and plans to inject an additional \$150 million over the next 2-3 years. The company also launched the KRAFTON India Gaming Incubator programme earlier this year, which provides funding, mentorship, and resources to aspiring game developers."

Other visible elements on the page include a navigation menu with categories like HOME, INDIA, PAKISTAN, BANGLADESH, SRI LANKA, AFGHANISTAN, NEPAL, BHUTAN, MALDIVES, GULF, and a sidebar with various service options like Project Information Services, Premium Projects Database, and Tenders Database. There is also a "SIGN UP FREE NEWSLETTER" form and a "GOODRICH FASTENERS" logo.

Publication	Your Story
DATE	12.08.2024
Edition	Online
Page No.	

<https://yourstory.com/2024/08/pubg-bgmi-maker-krafton-plans-setup-rd-unit-india-next-year>

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## PUBG, BGMI-maker KRAFTON plans to set up R&D unit in India by next year: India CEO

While the details of the facility are yet to be finalised, the top location choices are Bangalore and Pune: CEO, KRAFTON India.



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Submitted by: [www.thepublicist.in](http://www.thepublicist.in)

Publication	India Today Gaming
DATE	15.08.2024
Edition	Online
Page No.	

<https://www.youtube.com/watch?v=1ukQifLENT0>

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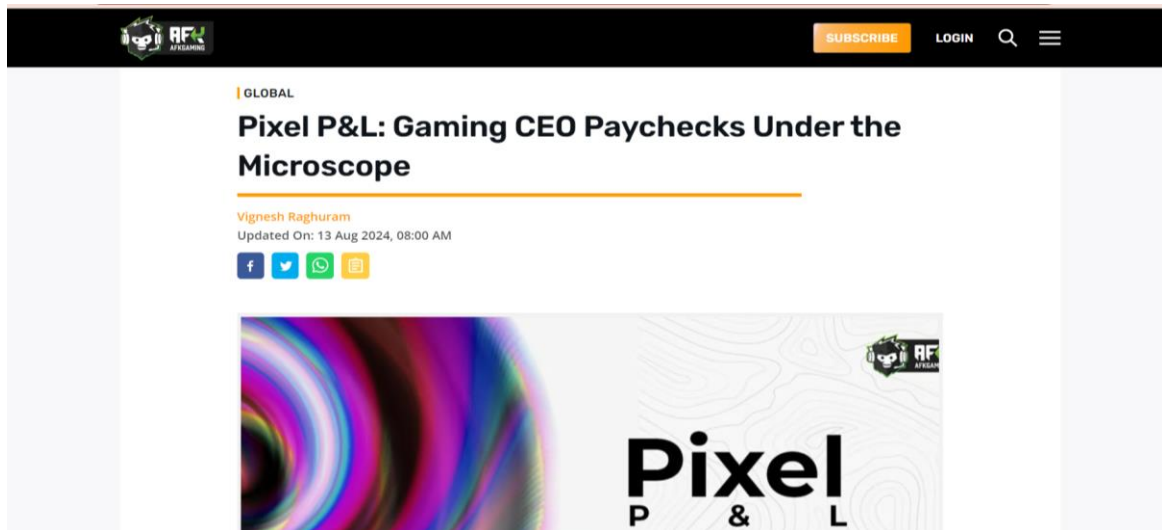
<b>Publication</b>	<b>India Today Gaming</b>
<b>DATE</b>	<b>15.08.2024</b>
<b>Edition</b>	<b>Online</b>
<b>Page No.</b>	

<https://www.youtube.com/watch?v=1ukQifLENT0>



Publication	Afkgaming
DATE	15.08.2024
Edition	Online
Page No.	

<https://afkgaming.com/global/pixel-pl-gaming-ceo-paychecks-under-the-microscope>





Publication	Jantaserishta
DATE	16.08.2024
Edition	Online
Page No.	

<https://jantaserishta.com/business/india-poised-for-gaming-growth-idgs-2024-sheds-light-on-the-way-forward-3463564>

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