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# STAKEHOLDER CONSULTATION PROGRAMME ON THE DRAFT TRIPURA AVGC-XR POLICY

20 MAY 2026 | AGARTALA, TRIPURA

## REPORT





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## Overview: Tripura AVGC-XR Policy Initiative

Driven by the global rise of the "Orange Economy" the Directorate of Information Technology, Government of Tripura - in strategic partnership with the Confederation of Indian Industry (CII) and the Indian Digital Gaming Society (IDGS) - is establishing a comprehensive AVGC-XR Policy to transform the state into Northeast India's premier creator-driven digital hub. By leveraging Tripura's foundational strengths, including a 95%+ literacy rate, over 80% tele-density, and a power-surplus infrastructure, the initiative aims to generate 5,000 to 8,000 high-value jobs and nurture 80 to 150 startups, MSMEs, and creative enterprises over the next 8 to 10 years.



To achieve this, the policy outlines a robust framework centred on infrastructure development, talent cultivation, and market ecosystem building. Key structural initiatives include establishing a state-of-the-art AVGC-XR Centre of Excellence in Agartala alongside specialized AI Film Studios designed to shift the local industry from low-margin outsourcing to original Intellectual Property (IP) creation, heavily drawing inspiration from the state's 19 recognized tribal communities. The talent pipeline will be systematically upgraded through urgent ITI and university curriculum overhauls in game design, AI, and immersive tech, supported by mandatory campus AVGC societies and a novel government certification program to regulate and elevate the quality of trainers.



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It is recommended by the Indian Digital Gaming Society (IDGS) and Confederation of Indian Industry (CII) that the AVGC-XR policy should focus on strengthening the commercial and competitive ecosystem by promoting esports development from the grassroots to the national level, establishing advanced training and incubation facilities, encouraging international participation opportunities, and ensuring inclusive representation through dedicated initiatives for women and youth in esports and digital creative industries. Concurrently, immersive AR/VR technologies will be deployed to modernize local tourism and cultural festivals. To sustain this ecosystem, it is also suggested a Joint Task Force comprising government officials, CII, and IDGS will manage agile policymaking and data centralization, backed by a structured startup funding consortium and subsidized software packages for bootstrapping ventures.





## AVGCXR Policy, Tripura Program Agenda , 20<sup>th</sup> May 2026

Time	Event
10:20 AM – 10:25 AM	Welcome & Felicitation of the dignitaries
10:25 AM – 10:30 AM	Inauguration of the Workshop by lightening of lamp
10:30 AM – 10:40 AM	Welcome Address & Presentation on Draft AVGC Policy by Shri Jeya Ragul Geshan B, IFS, Director, IT, Government of Tripura
10:40 AM – 11:00 AM	Keynote address by Shri. Kiran Gitte, Secretary, IT, Government of Tripura
11:00 AM – 11:30 AM	Session by Mr. Austin Davis, Head, Skill Development, NID, Gandhinagar, Member of Task force of National AVGC Strategy
11:30 AM – 12:00 PM	Technical and Academic session by – Mr. Manvendra Shukul, Member Board of Director, IICT
12:00 PM – 12:15 PM	Tea Break
12:15 PM – 01:00 PM	Interactive session with AVGCXR Industry Stakeholders
01:00 PM – 02:00 PM	LUNCH
02:00 PM – 02:20 PM	Industry & Creative Media Session by Prof. Saikat Sekharieswar Roy, HOD, Editing, SRFTI
02:20 PM – 02:40 PM	“Inspiring Journey of a Successful Entrepreneur in AVGC–XR Sector” 1. Mr. Anurag Khurana, CEO, Newgen Gaming Pvt Ltd 2. Mr. Vishal Parekh, COO, CyberPower PC
02:40 PM – 03:20 PM	Recommendations and feedback on Draft AVGC–XR Policy Framework– Open Forum
03:20 PM – 03:30 PM	Summary of Key Recommendations & Way Forward, Vote of thanks by Shri Kabir Dey, Jt. Director, IT



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## Brief Note For The Stakeholders Consultation Workshop On Draft AVGC XR Policy (Animation, Visual Effects, Gaming, Comics And Extended Reality) On 20 May 2026

We are living through a quiet but profound economic shift. Across the world, value creation is no longer driven only by traditional industries or physical production. It is increasingly shaped by ideas, imagination and intellectual property. This transformation, widely described as the rise of the orange economy, places culture, creativity and digital content at the centre of economic growth and global competitiveness. Within this emerging paradigm, the Animation, Visual Effects, Gaming, Comics and Extended Reality sector has become one of the fastest growing components of the global digital economy.



The AVGC XR sector today represents a high growth segment of the global digital economy, with the digital content and gaming market valued at over USD 300 billion (Rs. ₹288 Lakh Crore) It is driven by rapid technological advancements and rising demand for immersive and interactive content. Beyond its economic value, the sector plays a significant role in employment generation, innovation, and global cultural presence.

India is well positioned to benefit from this shift. With a large youth population and expanding digital infrastructure, the AVGC XR sector is projected to grow at approximately 14 to 16 percent and generate over 23 lakh jobs by 2032. Several states have already initiated efforts to build ecosystems that support this sector and attract investment.

The sector is also expected to emerge as a significant contributor to India's digital economy and GDP by driving growth in content creation, gaming, immersive technologies and intellectual property development. As global demand for digital entertainment and interactive media continues to rise, the AVGC-XR industry has the potential to become a major source of exports, innovation-led entrepreneurship and high value employment in the coming decade.

For Tripura, the sector presents an important opportunity for economic diversification and expansion of the State's digital economy. With the right ecosystem support, AVGC-XR has the potential to contribute significantly to the State's service sector growth, attract private investment, create high value employment for youth and strengthen Tripura's contribution to the emerging creative and knowledge economy of India. Over time, the sector can evolve into an important component of the State's GDP through digital content production, technology-enabled services, startups and intellectual property creation.



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In this context, Tripura presents a strong and timely opportunity. The State has a highly literate population, with literacy levels exceeding 95 percent, and a growing base of young, educated, and English-speaking talent. This provides a solid foundation for participation in knowledge driven industries. At the same time, Tripura has made steady progress in digital infrastructure. Agartala is among the few cities in India with an international internet gateway, ensuring reliable high-speed connectivity. Tele density is more than 80 percent, supported by increasing internet penetration.



Physical connectivity has also improved through initiatives such as the Maitri Setu bridge, enhanced rail links, and expanding air connectivity. The State is power surplus, with stable and affordable electricity supply, which is a key requirement for digital and technology driven sectors.

Tripura already has an emerging IT ecosystem. Software Technology Parks at IT Bhavan, Indranagar and Lichubagan support IT, BPO, and KPO operations, while a Centre of Excellence for data analytics strengthens advanced digital capabilities. Policy support through the Tripura State IT and ITeS Policy 2022, Data Centre Policy 2021, and New Sector Agnostic Tripura Start-up Policy 2024 provides incentives, infrastructure support and ease of doing business through a single window system.

Alongside these structural strengths, Tripura possesses a significant cultural advantage. The State is home to 19 recognised tribal communities and a rich mosaic of indigenous traditions, languages, folklore, music, dance and crafts.

Tripura's cultural diversity is reflected through traditional art forms, folk music, festivals, bamboo and handicraft traditions and storytelling practices that have been preserved across generations. The State's vibrant cultural ecosystem, rooted in both tribal and non-tribal heritage, provides a strong foundation for original content creation in animation, gaming, comics and immersive media



In the AVGC-XR sector, such originality and authenticity are increasingly valuable for developing intellectual property, culturally distinctive digital content and globally competitive creative products.

However, the absence of a structured ecosystem has limited the State's ability to fully participate in this sector. Skilled youth often migrate in search of opportunities, while startups face constraints related to infrastructure, mentorship, and market access. Without timely intervention, these gaps may continue to restrict growth.

The Draft AVGC XR Policy has been developed to address these challenges.

The policy aims to create an integrated ecosystem by focusing on infrastructure development, skill enhancement, startup support, and market linkages. It seeks to enable the establishment of studios, incubation centres, and centres of excellence, while promoting innovation and content creation within the State.

The implementation of the AVGC XR ecosystem is expected to generate significant outcomes. It shall create high skill employment opportunities, reverse outward migration, and strengthen the local talent base. It is also expected to attract private investment, including interest from national and international industry players. In addition, it will contribute to economic diversification and support long term growth of the State's economy.

For stakeholders, the policy will create a structured and enabling environment. Startups will benefit from access to infrastructure, funding, and mentorship. Industry players will find a competitive and cost-effective destination for expansion. Academic institutions will be able to align with industry needs, improving employability outcomes.





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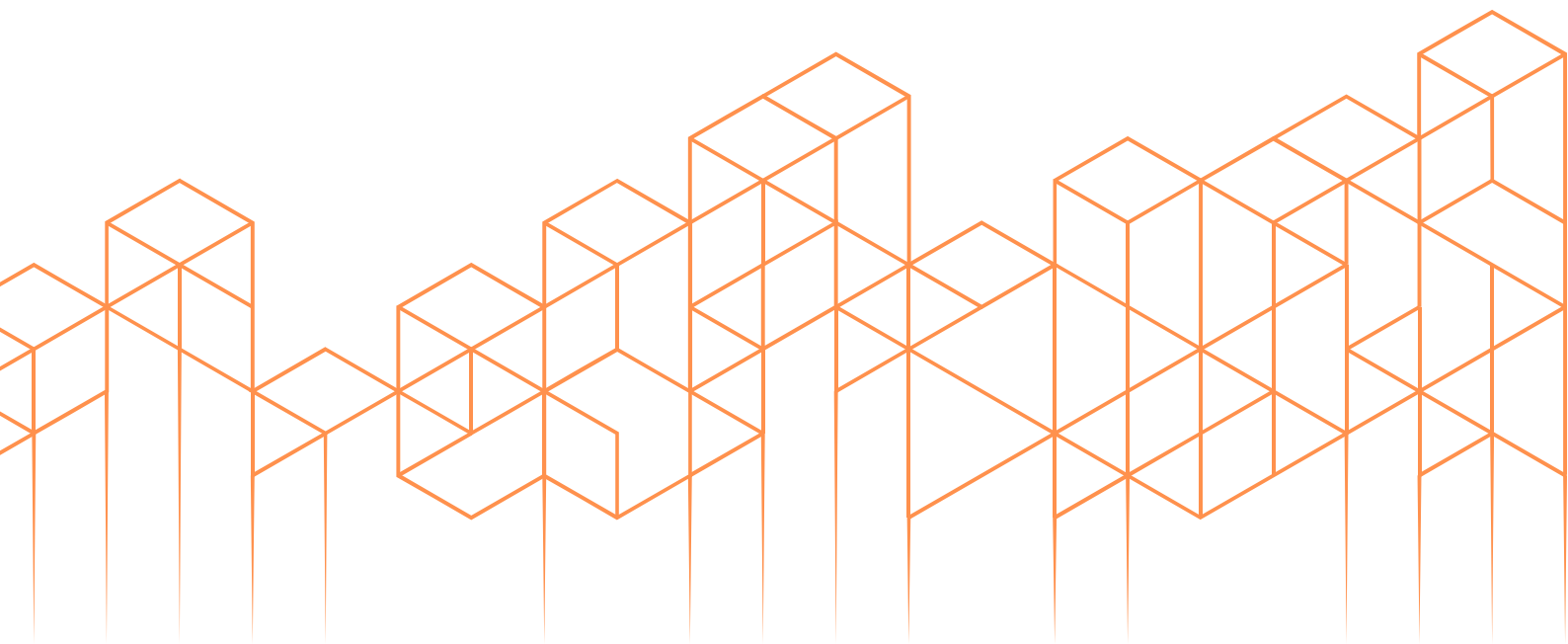


The stakeholder's consultation meeting scheduled on 20 May 2026 is a critical step in this process. The consultation aims to engage industry experts, academia, startups, and other stakeholders to obtain feedback, identify gaps, and align the policy with industry requirements. It will also help build partnerships and strengthen investor confidence in the State.

Tripura is well positioned to emerge as a creative and digital hub in Northeast India. With its strong human capital, improving infrastructure, supportive policy framework, and cultural strengths, the State has the necessary elements to build a sustainable AVGC XR ecosystem.

The Draft AVGC XR Policy represents a strategic initiative to leverage these strengths and position Tripura as a competitive destination in the creative economy. It aims to transform the State from a consumer of digital content into a creator of globally relevant content, while generating employment and promoting innovation. Over the next 8 to 10 years, the sector has the potential to generate direct and indirect employment opportunities for approximately 5,000 to 8,000 youth in areas such as animation, graphic design, gaming, multimedia, digital content creation, editing, programming and related IT-enabled creative services. Support the establishment of nearly 80 to 150 Start-ups, MSMEs and creative enterprises.

In conclusion, the proposed AVGC XR Policy is not only an initiative for sectoral development but a strategic pathway for positioning Tripura as a creator-driven digital economy in Northeast India. It represents a calibrated effort to bridge existing gaps, unlock new opportunities, and enable the State to actively participate in the global digital content landscape.





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# Proposal for Positioning Tripura as a Leading Hub for Digital and Creative Economy Submitted by Indian Digital Gaming Society & Confederation of Indian Industry

To position Tripura as a leading hub for the digital and creative economy in Northeast India, Indian Digital Gaming Society (IDGS) outlines strategic long-term initiatives tailored for the State of Tripura.

This proposal focusses on youth empowerment, digital infrastructure, immersive technologies, and sustainable livelihoods.



## 1. Establish a State-of-the-Art AVGC-XR Center of Excellence

- Strategic Infrastructure: Build a dedicated Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR) hub in Agartala.
- National Alignment: Operationalise the center using the framework of the National AVGC-XR Mission to secure central grants and institutional funding.
- IP Creation: Provide localized incubation and technological grants to help youth build original, culturally rooted digital intellectual property (IP).

## 2. Integrate Future-Tech and Gaming in Higher Education

- Curriculum Modernization: Partner with state universities and Industrial Training Institutes (ITIs) to introduce formal degree and diploma courses in game design, immersive technologies, and AI.
- Skill Upgradation: Collaborate with the Ministry of Skill Development & Entrepreneurship to embed industry-relevant digital training into existing vocational institutions and schools





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### 3. Launch the "Tripura Esports Championship" & Talent Pipeline

- Grassroots Scouting: Introduce a structured circuit of state-wide digital tournaments to source athletic and mental talent from the grassroots level.
- Global Recognition: Establish an elite training academy to prepare Tripura's youth for national platforms and global milestones like the Esports Olympics.
- Inclusive Platforms: Organize focused initiatives, including all-women esports events, to ensure diverse community representation.

### 4. Institutionalize an Industry-Government Consultation Desk

- Joint Task Force: Form a dedicated working group comprising state policymakers, CII representatives, and IDGS executive council members.
- Agile Policymaking: Maintain active, trust-based regulatory tables to ensure state curriculum, investment incentives, and tech infrastructure evolve rapidly alongside shifting market demands





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## Directorate of Information Technology Government of Tripura IT Bhavan, ITI Road, Indranagar, Agartala “A New Creative Economy Ecosystem in Tripura: DIT Organises Consultation with Experts on the Draft Tripura AVGC-XR Policy”

The Directorate of Information Technology (DIT), Government of Tripura, successfully organised a stakeholder consultation programme on the draft Tripura AVGC-XR Policy at Agartala, bringing together senior government officials, industry leaders, academic experts, founders, and stakeholders from the Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR) ecosystem. The consultation was convened as part of the State Government’s ongoing efforts to develop a forward-looking policy framework aimed at promoting creativity, innovation, entrepreneurship, skill development, and digital employment opportunities in Tripura.



Shri Kiran Gitte, IAS, Secretary, Information Technology, Government of Tripura along with senior officials, the Director of Information Technology, Directors from various departments, and other dignitaries, graced the programme. The event commenced with a context-setting address and presentation by Shri Jeya Ragul Geshan B., IFS, Director, Information Technology, Government of Tripura who outlined the State’s vision for building a vibrant AVGC-XR ecosystem and highlighted the role of the draft policy in advancing Tripura’s broader digital and creative economy. The presentation elaborated on the policy’s objectives, proposed interventions, priority focus areas, and implementation strategy. Special emphasis was laid on talent development, entrepreneurship promotion, industry participation, content creation, and employment generation within the State.

Addressing the gathering, Shri Kiran Gitte, IAS, Secretary, Information Technology, Government of Tripura, highlighted the significant progress achieved in Tripura’s IT sector in recent years. His remarks underscored the State’s steady advancement in digital infrastructure, technology adoption, capacity building, and innovation-driven governance initiatives.



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The technical and sectoral sessions featured expert interventions by Mr. Austin Davis from the National Institute of Design (NID), Gandhinagar, and Mr. Manvendra Shukul from IICT, followed by an interactive session with AVGC-XR industry stakeholders. Subsequently, Professor Saikat Roy from the Satyajit Ray Film and Television Institute, Kolkata, shared valuable insights into the evolving media and entertainment landscape and the emerging opportunities within the AVGC-XR sector.



The programme also included a special session on the entrepreneurial journeys of founders in the AVGC sector, featuring Mr. Anurag Khurana, Founder of New Gen Gaming, and Mr. Vishal Parekh, Founder of Cyber Power. The session offered practical insights into enterprise creation, business growth, innovation, market opportunities, and pathways through which local talent and aspiring creators could participate in the rapidly expanding AVGC-XR ecosystem.

An open forum discussion formed an integral part of the consultation process. Deliberations focused on the key thrust areas of the draft policy and on how the proposed framework could create meaningful opportunities for the people of Tripura through skill development, employment generation, startup promotion, cultural content creation, and youth-led innovation and creative expression.

The stakeholder consultation served as a collaborative platform to gather suggestions, strengthen policy design, and ensure that the final policy remains responsive to the needs of industry, academia, creators, students, and citizens. Through this initiative, the Government of Tripura aims to lay the foundation for a robust AVGC-XR ecosystem rooted in the State's unique strengths, aligned with emerging industry opportunities, and capable of contributing to inclusive economic growth under the broader vision of the orange economy.

Under the visionary leadership of Professor (Dr.) Manik Saha, Hon'ble Chief Minister of Tripura, and the dynamic guidance of Shri Pranajit Singha Roy, Hon'ble Minister for Information Technology, Finance, and Planning & Coordination, the Government of Tripura continues to reaffirm its commitment to fostering an enabling environment for innovation-led growth and expanding opportunities for the youth in emerging sectors. The proposed AVGC-XR Policy is intended to further this objective by supporting skill development, employment generation, entrepreneurship, and culturally rooted digital content creation, while positioning Tripura as an emerging AVGC-XR destination in the Northeast region. By synergising with recent initiatives such as the Tripura Startup Policy 2024 and the Tripura Cybersecurity Policy 2025, the Directorate of Information Technology aims to establish Tripura as a growing hub for the AVGC-XR sector.



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## IDGS Member Presenting at the Workshop



IDGS Member Subhajit Sarkar delivered an insightful presentation during the AVGC-XR Policy Consultation in Agartala, focusing on Hollywood visual effects and the making of Richard Parker, the iconic Royal Bengal Tiger from the film Life of Pi. His session highlighted the creative and technical process behind designing the photorealistic tiger using advanced VFX, animation, and CGI technologies, offering participants valuable insights into global-standard visual storytelling and digital production.

IDGS Member Mr Paras Prakash delivered a detailed presentation on Green Production in the AVGC-XR sector during the AVGC-XR Policy Consultation in Agartala. His session focused on “How to Measure, Reduce & Offset Your Environmental Footprint,” providing a practical step-by-step guide for studios, producers, VFX teams, and policymakers to adopt sustainable production practices. The presentation covered carbon and water footprint measurement, AI-powered rendering optimization, renewable cloud infrastructure, virtual production, sustainability compliance, and global certification frameworks, highlighting how the AVGC-XR industry can move towards greener and more responsible digital production ecosystems.



IDGS Member Vishal Parekh and Anurag Khurana delivered inspiring sessions on entrepreneurship and their journeys as successful leaders in the AVGC-XR industry during the policy consultation in Agartala. They shared valuable insights on innovation, startup growth, industry opportunities, and the evolving landscape of animation, gaming, visual effects, comics, and immersive technologies in India.

## AVGC-XR Roundtable Consultation with the Delegation

### A. E-Sports & Sports Integration

- **State-Level Championship:** A proposal to launch a National-level E-sports Championship specifically within Tripura state to allow talent to compete across multiple tiers.
- **Platform Integration:** Suggestion to expand existing sports platforms to natively include E-sports.
- **Policy & Governance:** Emphasized the immediate need for Standard Operating Procedures (SOPs) and clear rules regarding E-sports governance. Stakeholder and task force inputs must be systematically integrated.
- **Talent & Sponsorship:** Focus onboarding and training young college students to international standards, with potential state or corporate sponsorships for international events if hosting capabilities are established.



### B. AI & Film Production (IP Creation)

- **Infrastructure:** Prioritize the establishment of dedicated AI Studios specialized in AI filmmaking.
- **Intellectual Property (IP):** Utilize these advanced AI studios and targeted training programs to enable creators to generate and own local IP rather than just outsourcing services.

### C. Talent Pipeline, Training, & Quality Control

- **Curriculum Reform:** ITI (Industrial Training Institute) curriculums must be urgently overhauled to ensure graduates are industry ready.
- **Trainer Regulation:** Highlighted a major industry bottleneck—the lack of government regulation regarding who can train. Currently, successful professionals transition smoothly into employment, leaving struggling individuals to become trainers. Policy must focus on identifying and certifying high-quality teachers.
- **Academic Integration:** Explored mandatory inclusion of AVGC societies within colleges and schools.



## D. Immersive Transformation & Tourism

- Application: Use "Immersive Technology" to transform traditional sectors, specifically targeting cultural festivals, local tourism, and creating digital design frameworks unique to Tripura.
- Incubation: Ensure the upcoming policy has a dedicated focus on incubation centers (e.g., hosting via Atal Incubation Centers).

## E. Sustainability & Ecological Impact

- Green AVGC-XR: Acknowledge the ecological impact of digital infrastructure. The policy should actively integrate sustainability measures, specifically exploring "Virtual Water" metrics and Carbon Credits.
- Benchmarking: Look closely at baseline metrics and benchmarking models already established by other progressive states



## F. Private-Public Partnerships (PPP) & Funding

- Consortium of Funds: The startup ecosystem needs a structured consortium of funds to support early-stage AVGC ventures.
- Software Collaboration: Software organizations should align with the government to provide limited-time premium software/tool packages to support bootstrapping startups.
- Data Centralization: Rather than building an entirely detached state framework, a proposal should be put forward to centralize data in alignment with Central Government initiatives.

## 2. Policy Research & Impact Studies

- Empirical Research: CII and IDGS will assist in conducting empirical studies to back policy decisions.
- Creative Traction & Impact: A dedicated "Creative Traction Study" needs to be conducted.
- Assessment Framework: Implement a rigorous Pre- and Post-implementation study framework to scientifically measure the on-ground impact of the policy.
- Screen Time Concerns: Address and study the implications of screen time balances within educational institutions if AVGC is formalized



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## The CII-IDGS delegation held a series of high-level meetings



**Prof. (Dr.) Manik Saha, Hon'ble Chief Minister of Tripura**



**Shri Tinku Roy, Hon'ble Minister for Youth Affairs & Sports, Government of Tripura**



**Shri Pranajit Singha Roy, Hon'ble Minister for Finance, Planning & Coordination & Information Technology, Government of Tripura**



**Shri Jitendra Kumar Sinha, Chief Secretary, Tripura**



**Shri Jeya Ragul Geshan B., IFS, Director, Information Technology & Head, StartUp Tripura**



**Shri Kiran Gitte, IAS, Secretary, Department of Industries & Commerce and IT, Government of Tripura**



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# STAKEHOLDER CONSULTATION PROGRAMME ON THE DRAFT TRIPURA AVGC-XR POLICY

20 MAY 2026 | HOTEL POLO TOWER, AGARTALA, TRIPURA

## Delegation Members

S.NO.	NAME	DESIGNATION	ORGANISATION
1	Aman Deswal	CEO	AVTF Technologies
2	Vishal Parekh	COO	CyberPower PC/Creative Ecommerce Ventures Pvt. Ltd.
3	Sathyanarayan an AR	CEO	Embright Infotech Pvt Ltd
4	Indrajit Ghosh	Founder & CEO	Eruditio Consultants
5	Sumit Batheja	Founder	Ginger Games
6	Manvendra Shukul	Founder & Chairman, Lakshya Digital, Country Head – Keywords Studios (India) & Board of Director	Indian Institute of Creative Technologies (IICT)
7	Shweta Arya Verma	Partnership with Strategic Alliances, Marketing & PR, Recruitment	Indian Institute of Creative Technologies (IICT)
8	Subhajit Sarkar	Director	John Hughes institute
9	Harsh Gupta	Esports Partner	Metaspace Technologies Private Limited
10	Ritesh Jain	Board Advisor, Metaspace, Sportech,	Metaspace Technologies Private Limited
11	Anurag Khurana	CEO	NewGen Gaming



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S.NO.	NAME	DESIGNATION	ORGANISATION
12	Austin Davis	Head of Skill Development lab & Faculty Game Design	NID (National Institute of Design) Gandhinagar
13	Ekansh Arora	Chief Commercial Officer	Nodwin Gaming Pvt Ltd
14	Chayandip Das	Creative Director	ODD Planet LLP
15	Sashank Bhandaru	CEO	Outfox gaming
16	Vijayakumar Anbalagan	Founder & CEO	Overman Studios Pvt Ltd
17	Paras Prakash	Director & Creative Producer	Pan Tellisense Pvt Ltd
18	Sanand Mitra	Founder	Sportech Innovation Lab Pvt Ltd
19	Abhijeet Andhare	Founder & CEO	Trident Gaming
20	Richa Thakur	Director	Vyug Metaverse Technologies Pvt Ltd
21	Aditya Mani	CEO	YOLOgram Style Private Pvt Ltd
22	Shalini Thapa	Executive Director & Head – North Eastern Region	Confederation of Indian Industry
23	Subash Sapru	Secretary General	Indian Digital Gaming Society (IDGS)
24	Madhurima Maniyara	Director	Indian Digital Gaming Society (IDGS)



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## AMAN DESWAL CEO AVTF Technologies Pvt. Ltd.

Aman Deswal is a technology professional and business leader linked to AVTF, where he is understood to hold a leadership position such as Chief Executive Officer. Based in Noida, he is associated with the company's operational and strategic functions within the startup ecosystem. With a background in digital marketing and technology, his experience aligns with modern IT-enabled business environments.

He completed his education at Lovely Professional University (2015–2018) and holds certification in Google's Fundamentals of Digital Marketing. In his leadership role, Deswal focuses on driving growth, overseeing product direction, and strengthening market presence. His work is aligned with AVTF's mission to deliver innovative tech solutions, including software and digital products, while positioning the company competitively in the evolving IT services landscape

## VISHAL PAREKH Chief Operations Officer CyberPowerPC

Vishal Parekh is the Chief Operations Officer at CyberPowerPC India, where he leads the company's operations in India and helps grow the country's gaming, creator, and high-performance computing ecosystems. With over 27 years of experience in the technology industry, including more than two decades working closely with gaming and digital ecosystems, he has actively participated in discussions about gaming, esports, creator economies, and the future of immersive digital industries in India.

Over the years, Vishal has collaborated closely with industry stakeholders, educational institutions, technology communities, and ecosystem partners to strengthen India's position in next-generation sectors. His areas of interest include AVGC-XR, digital talent development, AI-enabled creative workflows, gaming infrastructure, and the integration of technology, media, and entertainment.

He is a strong advocate for industry-academia collaboration and believes India has the potential to become a global hub for animation, gaming, immersive technologies, and digital content creation. By actively participating in industry forums and policy discussions, he continues to help build a future-ready AVGC-XR ecosystem that can foster innovation, entrepreneurship, employment, and digital economic growth.





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## SATHYANARAYANAN AR CEO Embright Infotech Pvt Ltd

Sathy Narayanan AR is an entrepreneur and innovation specialist passionate about building impactful products using emerging technologies such as XR, Virtual Reality, and AI. He strongly believes that immersive technologies have the potential to transform industries and create meaningful advancements in assistive technology and healthcare.

Inspired by his mother’s work in rehabilitation and clinical linguistics with disabled children at Institute for Communicative and Cognitive Neuro Sciences, Sathy Narayanan was motivated to develop virtual reality-based healthcare solutions for children with autism and developmental challenges. Combining his experience in VR innovation at an MNC in Bengaluru with his exposure to assistive therapy practices, he founded a company focused on creating immersive healthcare and therapy platforms aimed at improving rehabilitation and learning outcomes for children with special needs.

## INDRAJIT GHOSH Founder & Director Eruditio Consultants & APCCI (Association of Professional Career Counselor of India)

Indrajit Ghosh is an AVGC-XR ecosystem professional, entrepreneur, and education strategist with over 25 years of experience across Media & Entertainment, AVGC education, broadcast technology, skill development, and virtual production ecosystems. He has worked extensively in building industry-academia bridges, studio infrastructure, talent development initiatives, and career pathways for students in animation, VFX, gaming, XR, and digital media sectors.

He has been associated with organizations and initiatives connected to Arena Animation (20years), NSDC, broadcast technology ecosystems, and multiple education-led entrepreneurship ventures. Through Eruditio Consultants, APCCI, & IDGS he currently focuses on career counseling ecosystem development, AVGC-XR ecosystem development, institutional consulting, international education pathways, and industry integration initiatives.

Indrajit has actively contributed to discussions around skilling, employability, virtual studio ecosystems, and emerging opportunities within India’s growing digital content and gaming economy. He is also associated with multiple industry and education communities working towards strengthening India’s AVGC-XR talent pipeline.





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## SUMIT BATHEJA CEO & Co-founder Ginger Games



Sumit leads business strategy, game marketing, people operations, and commercial growth at Ginger Games – Krafton's incubated Mobile and Roblox game development studio in India.

He brings 15+ years of experience building commercial and digital monetization engines across interactive media and entertainment. His career spans senior roles at Yahoo and deep involvement in India's gaming ecosystem through GDAI, CII, and Google partnerships – giving him a broad view of where platform, brand, and player economics intersect.

At Ginger Games, Sumit drives the studio's go-to-market strategy, investor relations, and larger business partnership pipeline. He is an active business voice in the gaming community, known for direct, opinionated takes on platform shifts and the business of games.

## MANVENDRA SHUKUL Board of Director, IICT, Founder & Chairman, Lakshya Digital & Country Head, Keywords Studios (India)

Manvendra Shukul is a pioneer and veteran of India's video game industry, with nearly three decades of experience in game development services. He began his entrepreneurial journey by founding Escotoonz, one of India's early animation studios, before establishing Lakshya Digital in 2004. Under his leadership, Lakshya grew from a small team of six into India's largest game development services company and one of the top five globally, with around 1,100 employees across multiple international locations. In 2014, Lakshya was acquired by Keywords Studios, the world's leading provider of game development services.



As Country Head (India) for Keywords Studios, Manvendra now oversees a workforce of over 1,800 professionals across art, QA, localization, and game development operations. Beyond his corporate role, he is deeply involved in shaping India's gaming ecosystem. He serves on various government councils and advisory bodies, contributing to education policy and fostering industry-academia collaboration. He is a Board Member of the Indian Institute of Creative Technologies (IICT).

Manvendra has also co-founded key industry bodies, including the India Game Developer Conference (IGDC) and the Game Developers Association of India (GDAI), while actively contributing to skill development initiatives and global recognition platforms.



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## SHWETA ARYA VERMA

Partnership with Strategic Alliances,  
Marketing & PR, Recruitment  
Indian Institute of Creative Technologies  
(IICT)

An enthusiastic and highly motivated individual who is reliable, responsible and hard-working. Possesses excellent communication and interpersonal skills with proven abilities to ensure that all projects are undertaken are completed on time & to the highest standards. Having a proven ability to lead by example, consistently hit targets, improve best practices and organize time efficiently.

Also has a great interest in Travel Industry as well, especially in Corporate Management and Leisure markets along with Sales (MICE) sector with an ability to travel internationally. Currently seeking a position in which will utilize the professional experience and education developed through past work experiences



## SUBHAJIT SARKAR

Director of Operations - India  
John Hughes Institute

Being involved in the production of Hollywood Visual Effects & Animation over the last 2 decades, Subhajit had the opportunity to work with some of the world's best Hollywood-level talent. He is one of the leading industry veterans in nurturing talent in the Animation and VFX industry in India. His production management credits include award-winning projects such as "The Chronicles of Narnia", "Avengers End Game", "Black Panther" and many more.

It has been a great honor for him to be a part of the team that received the Oscar Awards in the Best Visual Effects category for "Life of Pi (2012)" and "The Golden Compass (2007)" at Rhythm & Hues Studios. As a Director of Operations Subhajit is spearheading the John Hughes Institute (<https://jhughesinstitute.org/>) operations in India. He also works as an Executive Producer with several studios in India helping them with business growth & expansion.





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## **HARSH GUPTA** Esports Partner Metaspac Technologies Private Limited

Harsh Gupta is a leading youth voice in India's Web3, esports, and gaming ecosystem, currently serving as the Events Head at Metaspac. Over the years, he has played a significant role in building and scaling grassroots as well as national-level technology communities across India. With a strong focus on ecosystem growth, developer engagement, and community expansion, Harsh has successfully delivered more than 140 sessions, workshops, hackathons, and community-driven initiatives across multiple cities in India.

He has actively contributed toward accelerating Web3 adoption by connecting students, developers, startups, founders, and gaming communities with emerging technologies and innovation opportunities. Alongside his work in Web3, Harsh has also been driving growth initiatives in esports and gaming, helping bridge the gap between technology, youth culture, and digital entertainment.

Harsh is also the founder of Web3India, initiatives focused on empowering communities, fostering collaborations, and creating opportunities for the next generation of builders and gamers. His work continues to contribute toward positioning India as a growing hub for Web3 innovation, gaming, and digital ecosystems.

## **RITESH JAIN** Board Advisor Metaspac, Sportech

Ritesh Jain is an entrepreneurial technology leader and board advisor with over 20 years of global experience in digital transformation, fintech, payments innovation, and large-scale technology operations. Recognised among the world's Top 100 Fintech and Payments Leaders.

He holds a PhD for his contribution to Digital Payments, Open Banking, and Financial Inclusion from a leading UK university. He has led teams of 2000+ professionals and managed annual budgets exceeding £500 million, driving strategic transformation across financial services, fintech, shipping, telecom, and government sectors. He played a pivotal role at VISA and received a CEO award for enabling Apple Pay and tokenisation globally. At Maersk, he built and led the Digital Centre of Excellence and steered recovery following one of the most significant cyber incidents in the shipping industry. He has also led key digital and technology initiatives at HSBC to build future-ready banking platforms.



A keynote speaker, published author, mentor, and advisor, Dr. Jain works with institutions such as Harvard Business Review, MIT, IIT Kanpur, and the UK Parliamentary Digital Service. He advises regulators and global payment programs including UPI, P27, and FedNow, and is a member of the G20 Global Partnership for Financial Inclusion (GPFI).



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## **ANURAG KHURANA** CEO Newgen Gaming Pvt. Ltd.

Anurag Khurana is the founder of Newgen Gaming Pvt. Ltd., Newgen Gaming is a company founded in 2021 and operating two brands Penta Esports and Penta Productions. As an all-in-one destination for esports in the country, Penta Esports offers leagues, tournaments, content, and more and Penta Productions vision is to become India's foremost gaming content production brand.

Anurag has over 32+ years of experience in business consulting, project management, system design & integration including 17+ years of experience in the gaming industry, heading development of games on more than five platforms. In 2021, he shifted his focus to esports and gaming content, having worked with and consulted multiple leading esports companies.

Being a longstanding gamer himself, Anurag's passion lies in all things gaming and esports. Having joined the gaming industry back in 1999, he has held lead positions at some of top national and international companies like Paradox Studios, Red Octane, Riot Games, Reliance Jio and has consulted brands like Paytm First Games and Esports Players League.

## **AUSTIN DAVIS** Faculty (Toy and Game Design) National Institute of Design (NID)

Austin Davis completed his schooling at St. Columba's School, Delhi, and later moved to Kerala, where he earned a B.Tech in Mechanical Engineering from Government Engineering College (GEC), Thrissur. He pursued his post-graduation in Toy and Game Design from the National Institute of Design (NID), Gandhinagar, where he developed a strong interest in the concept of "Learning through Play," which continues to shape his professional and academic journey.

He began his career as a Game Designer, working across web platforms, consoles, and smartphones for nearly three years. His industry experience includes developing a motion controller-based game for Sony, a promotional game for the film Sholay (Hungama), an educational app with assessment features for schools, and casual games inspired by Indian culture and history for Gameveda.com.

In 2014, he returned to Gujarat and worked on projects such as educational board games, DIY learning kits for children, and board games designed to teach serious topics, while also pursuing illustration.

His interest in academics led him to join NID as a Visiting Faculty, followed by the Design Teacher Development Programme (DTDP). He later served as a Teaching Associate and became an Associate Faculty in November 2017. His key interests include structured play, playful design thinking tools, systems thinking, and material exploration.





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## **EKANSH ARORA** Chief Commercial Officer NODWIN Gaming Pvt. Ltd.

Ekansh Arora serves as the Chief Commercial Officer at NODWIN Gaming, where he leads the company's revenue strategy, brand partnerships, and commercial growth initiatives. With a strong background in media, digital marketing, and brand integrations, he plays a key role in driving monetization across NODWIN's diverse esports and gaming portfolio. His expertise lies in building strategic alliances with leading brands, enabling them to effectively engage with India's rapidly growing gaming and youth audience.

At NODWIN Gaming, Ekansh has been instrumental in scaling high-impact partnerships across marquee properties such as esports leagues, gaming festivals, and content IPs. He focuses on creating immersive marketing solutions that blend entertainment, gaming, and culture, helping brands achieve meaningful audience connect. Under his commercial leadership, NODWIN continues to strengthen its position as a bridge between advertisers and the gaming ecosystem, contributing to the mainstream adoption and commercial success of esports in India and emerging markets.



## **CHAYANDIP DAS** Creative Director Odd Planet LLP

Chayandip Das is a seasoned creative professional with over seven years of experience in the gaming industry, having collaborated with some of the world's most recognised gaming brands, including Facebook Gaming, KRAFTON India, and Riot Games. His expertise lies in crafting visually compelling campaigns that drive meaningful engagement, expand audience reach, and maximise impressions across diverse gaming communities.

Over the years, he has developed a strong understanding of player behaviour and community engagement, enabling him to translate brand narratives into impactful visual experiences that resonate with millions of gamers across platforms. His creative approach combines strategic storytelling with innovative design to deliver campaigns that strengthen brand presence within the gaming ecosystem.

In addition to his creative expertise, Chayandip possesses extensive knowledge of the Indian gaming landscape – one of the fastest-growing gaming markets globally. With rising mobile penetration, a rapidly expanding player base, and significant growth in esports and competitive gaming, he has closely observed and contributed to the sector's evolution. He strongly believes that the gaming industry in India holds immense potential for economic growth, youth engagement, and cultural influence in the coming years.

Committed to driving innovation at the intersection of creativity and gaming, Chayandip aims to continue contributing meaningfully to the growth and evolution of India's gaming and digital entertainment ecosystem.





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## SASHANK BHANDARU

CEO

Outfox gaming

Sashank Bhandaru is a seasoned gaming and esports industry professional and the CEO of Outfox Gaming, a full-stack gaming and esports marketing agency. With over 12-15 years of experience across gaming, technology, and digital marketing, he has built a strong reputation for driving brand growth through gaming ecosystems.

He has previously worked with leading global gaming and hardware brands such as GIGABYTE, SteelSeries, Razer, Cooler Master, and Xanova, where he led marketing strategies and partnerships that strengthened brand presence within the esports community.

As CEO of Outfox Gaming, Bhandaru focuses on bridging the gap between brands and gaming culture through innovative, community-driven marketing solutions. The company offers services ranging from influencer campaigns and in-game advertising to grassroots esports activations and education initiatives, helping brands engage authentically with gaming audiences. Under his leadership, Outfox positions itself as a strategic partner for businesses looking to tap into India's rapidly growing gaming and esports market, combining deep industry insight with creative execution to deliver impactful campaigns.



## VIJAYAKUMAR ANBALAGAN

Founder & CEO

Overman Studio Private Limited

Vijayakumar Anbalagan is a creative technologist and entrepreneur with hands-on experience in Generative AI, Unreal Engine, XR, and Virtual Production. He is among the early pioneers of AI filmmaking globally.

He is currently the Founder & CEO of The Overman Studio, an AI-native film studio focused on redefining how movies are made. The studio is building proprietary AI filmmaking pipelines that significantly reduce production costs and timelines while maintaining cinematic quality.

The Overman Studio has worked on AI-native short films, ad films, and social media content. The studio has won the Komiko Excellence Award and received honorary mentions at the Chroma Awards, with its work reaching millions online and being featured by platforms including Behindwoods and Galatta.

The studio is currently developing what it believes to be the world's first true AI-native feature film for theatrical release. Through this film, the studio aims to demonstrate the true potential of AI filmmaking.

Cinema has always evolved. AI is the next evolution, and The Overman Studio aims to lead that evolution.





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## PARAS PRAKASH

### Director & Creative Producer Pan Tellisense Pvt Ltd

Dr. Paras Prakash is a multidisciplinary visionary working at the intersection of cinematic storytelling, advanced technology, and environmental advocacy. As the Director of Pantellisense Pvt Ltd, he leverages a unique background as a medical scientist—with over 30 peer-reviewed publications—to address critical ecological challenges, particularly climate change and water security in the Himalayan region.



An award-winning filmmaker, Dr. Prakash produced the acclaimed short film "The Last Drop," which explores the concept of "virtual water" and has received international recognition for its impact. His work often integrates "Green Intelligence," utilizing AI, AR/VR, and holographic technology to create immersive educational experiences.

Through his YouTube platform, "Two for Joy," and initiatives like "The Great Himalayan Water Festival," he promotes sustainable practices and "slow tourism." His recent contributions to the India AI Impact Summit at Bharat Mandapam underscore his role as a leader in deploying emerging tech for social good. Currently, Dr. Prakash is focused on scalable models for Himalayan restoration, such as the self-sustainable village MODEL, blending heritage with high-tech innovation to ensure a resilient future for mountain ecosystems.

## SANAND MITRA

### Founder Sportech Innovation Lab Pvt Ltd

Sanand Mitra is an entrepreneur and sports technology leader, serving as the Co-Founder and Managing Director of SporTech Innovation Lab Pvt. Ltd., a Pune-based company focused on building digital infrastructure for the sports ecosystem. With a career spanning sports, technology, and governance, he has contributed to initiatives that aim to empower athletes through data, digital tools, and unified platforms. His background includes experience in sports mentoring and work with organizations such as Indian Railways, reflecting a strong foundation in athletics and administration.



At SporTech, Mitra leads the development of platforms designed to improve athlete management, event operations, and sports analytics. The company focuses on building a nationwide digital sports ecosystem that enables stakeholders—including athletes, coaches, federations, and sponsors—to collaborate seamlessly. Through his leadership, he is working to address systemic challenges in Indian sports by leveraging technology to enhance accessibility, transparency, and performance tracking across grassroots and professional levels.



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## ABHIJEET ANDHARE

Founder & CEO  
Trident Gaming



Abhijeet Andhare, popularly known in the esports community as “Ghatak,” is accomplished esports professional and entrepreneur, serving as the Co-Founder and CEO of Trident Gaming. He began his career as a competitive player and represented India internationally, including participation in the PUBG Mobile Global Finals 2019. He later transitioned into coaching, where he played a key role in guiding teams like GodLike Esports to major tournaments such as the PUBG Mobile Global Championship.

With Trident Gaming, Andhare aims to transform India’s esports landscape by focusing on talent development, community building, and professionalization of the ecosystem. The company provides end-to-end gaming solutions, including talent management, content production, and brand partnerships, while also nurturing grassroots-level esports programs. Under his leadership, Trident Gaming seeks to bridge the gap between brands and gaming communities, positioning itself as a holistic platform for esports growth and innovation in India.

## RICHA THAKUR

Director  
Vyug Metaverse Technologies Pvt Ltd

Richa Thakur is a technology and innovation professional associated with Vyug Metaverse Technologies, where she holds a leadership role as Director. She is engaged in building next-generation digital ecosystems, particularly in areas such as metaverse platforms, digital assets, and immersive technologies. Her professional focus lies at the intersection of digital innovation and user experience, with an emphasis on enabling scalable and interactive virtual environments.



At Vyug, she contributes to the development of a metaverse platform that integrates virtual reality, augmented reality, and digital economies to create immersive, interconnected digital spaces. She has also been involved in industry discussions and events related to emerging technologies and gaming policy, reflecting her active participation in shaping the evolving virtual ecosystem. Through her work, she aims to drive adoption of metaverse solutions across sectors such as entertainment, education, and digital commerce.



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## ADITYA MANI CEO YOLOgram Style Private Limited

Aditya Mani is the Co-Founder and Director of YOLOgram Style Pvt. Ltd., a company working at the intersection of digital fashion, AI, gaming, and immersive storytelling. With a background in healthcare technology and a passion for virtual identity, he leads the development of next-generation avatar ecosystems that enable interactive digital twins, immersive fashion experiences, and AI-powered engagement across the metaverse. His work focuses on reshaping how Gen Z and Gen Alpha experience brand narratives through AR, XR, and gamified digital environments.

Aditya is a frequent speaker at global forums including Waves 2025, AWE Asia, CII, SmartTech Asia, India Game Show, and the India Gaming Conclave. He also serves as a Global Director at the Metaverse Standards Forum (USA) and is a founder member of the Research Council of IICT (Indian Institute of Creative Technology). In addition, he holds leadership roles across several XR and innovation organizations and is actively involved in a defence and aerospace startup focused on AI-powered unmanned warfare systems.

## SHALINI THAPA Executive Director & Head – NE Region Confederation of Indian Industry

Shalini Thapa is an Executive Director at Confederation of Indian Industry (CII), in which capacity she is heading CII's strategic initiatives and operations across the North Eastern region, fostering industry growth, strengthening stakeholder engagement, and supporting policy development.

Over the course of her 18 years career at CII, she has held several key positions across diverse domains, including Business 20 India (the official G20 engagement group for business), Infrastructure & Energy, International Division (East Asia Region), Legal Services, Financial Reporting, Corporate Governance, Economic Policy, Taxation and many others. Her cross-functional experience positions her as a versatile leader with a deep understanding of both industry and policy landscapes.

Shalini has also served as Chief Executive Officer of the National Foundation of Corporate Governance (NFCG), a collaborative initiative of the Ministry of Corporate Affairs, Government of India, CII, leading professional institutes, and the National Stock Exchange. In this role, she contributed significantly to strengthening corporate governance frameworks and promoting best practices across Indian industry.

Prior to joining CII, she gained professional experience in the private sector, working closely with Indian companies across diverse functions.

Shalini holds a bachelor's degree in economics (Honours) from the University of Delhi and is professionally qualified as a Company Secretary (CS), with additional degrees in MBA (Finance) and LLB, reflecting her strong grounding in finance, law, and governance.





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## **SUBASH SAPRU** Secretary General Indian Digital Gaming Society

Subash Sapru is an accomplished professional with over 15 years of experience at the Confederation of Indian Industry (CII), where he has made significant contributions across diverse domains. Currently, he serves as the Secretary General, India Digital Gaming Society (IDGS), driving initiatives that promote growth and innovation in these dynamic sectors.

Subash began his journey with CII in the Northern Region, where he played a key role in spearheading initiatives related to skills development, corporate social responsibility (CSR), and affirmative action. His efforts during this period laid a strong foundation for impactful industry collaborations and community development programs.

He also held leadership responsibilities at CII's Delhi State Office, where he contributed to strengthening industry engagement and policy advocacy at the state level. In his most recent role as Head of Manufacturing at CII, Subash successfully led initiatives aimed at fostering industrial growth and competitiveness in the manufacturing sector.

Known for his strategic vision, collaborative approach, and ability to drive impactful outcomes, Subash continues to leverage his extensive experience to shape the future of the Media, Entertainment, and Digital Gaming sectors in India.



## **MADHURIMA MANIYARA** Director Indian Digital Gaming Society

Madhurima Maniyara is associated with the Indian Digital Gaming Society (IDGS) under the Confederation of Indian Industry (CII), where she plays an active role in driving initiatives across gaming, esports, AVGC-XR, skill development, and industry-government collaboration in India. She has been involved in multiple national programs, policy consultations, industry events, and academia partnerships focused on strengthening India's digital gaming ecosystem.

She is recognized as an advocate for "Gaming for Good," contributing towards skilling, innovation, and ecosystem development through collaborations with industry leaders, startups, educational institutions, and government stakeholders. Madhurima has also represented IDGS across major gaming and AVGC initiatives, helping promote responsible gaming, esports growth, emerging technologies, and India's global positioning in the gaming and immersive media sector.





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## **ABOUT CII**

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organisation, with around 9,700 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 318 national and regional sectoral industry bodies.

For 130 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with the Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialised services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains, including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2025-26, CII has identified "Accelerating Competitiveness: Globalisation, Inclusivity, Sustainability, Trust" as its theme, prioritising five key pillars. During the year, CII will align its initiatives to drive strategic action aimed at enhancing India's competitiveness by promoting global engagement, inclusive growth, sustainable practices, and a foundation of trust.

With 70 offices, including 12 Centres of Excellence, in India, and 9 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 250 counterpart organisations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

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## ABOUT IDGS

The Indian Digital Gaming and eSports Society (IDGS) is a non-profit umbrella organization representing a wide range of stakeholders in the Indian digital gaming ecosystem. Established under the aegis of the Confederation of Indian Industry (CII) in 2018, IDGS serves as a proactive advocate, promoter, and facilitator for building a vibrant and responsible gaming ecosystem in India.

IDGS works closely with industry leaders and academic experts to strengthen the capabilities of the sector and drive its growth. Its focus spans policy advocacy, market research, emerging technologies, export promotion, indigenization and innovation, as well as education and skill development.

The Society regularly organizes India Gaming Shows, conferences, industry sessions, academia – Industry connect program and publishes newsletters and reports to promote industry engagement and knowledge sharing.

To further its objectives, IDGS has constituted eight dedicated working groups responsible for driving policy recommendations, membership growth, and key initiatives aimed at strengthening and expanding India's gaming, esports and AVGeC-XR sector.

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## CII - IDGS DELEGATION MEMBERS





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