

Date: December 04, 2024

To
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code: 543280

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.
Scrip Symbol: NAZARA

Dear Sir/Madam,

Subject: Intimation of Press Release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed herewith the Press Release dated December 04, 2024, titled **Nazara & Lysto sign LOI to launch “The Growth Protocol”**.

This is for your information and records.

Thanking You.

Yours Faithfully,

For Nazara Technologies Limited

Rakesh Shah
Chief Financial Officer

Encl: As above



Nazara & Lysto sign LOI to launch “The Growth Protocol”

India, 4th December: Nazara and Lysto have signed a Letter of Intent to launch The Growth Protocol, an L1 infrastructure layer, purpose-built for digital marketing and growth applications on the blockchain.

The Growth Protocol is a purpose-built L1 blockchain and a collaboration between Nazara Technologies FZ LLE, a 100% owned subsidiary of Nazara Technologies Limited that is India's only publicly listed gaming company, and Lysto, the gaming world's one-stop shop funded by leading VCs like Hashed, SquarePeg, Tiger Global, Distributed Global, Beenext, and prominent angels like Balaji Srinivasan, Sandeep Nailwal, Jaynti Kanani, Bobby Ong, and T.M. Lee.

Designed to revolutionize the digital marketing landscape, The Growth Protocol aims to bring greater transparency, equity, and monetary benefits to all participants in the Web3 marketing ecosystem. By leveraging blockchain technology, the protocol empowers users through decentralization to take control of their digital identities and participate in decentralized, trustless interactions.

The Growth Protocol makes its public debut at India Blockchain Week, a significant event for the Web3 community globally. Alongside a private testnet launch, the team released a proof-of-concept loyalty dApp for game marketing, showcasing the practical application of Web3 technology in the gaming industry.

Speaking at IBW, Nitish Mittersain, CEO and Jt. MD of Nazara, shared his vision for innovations in the gaming sector and expressed his enthusiasm for bringing Nazara's game marketing to the Web3 space. Speaking at India Blockchain Week, Nitish said, “We are very happy to innovate on new and upcoming technologies such as web3, VR & AI and look forward to integrating our games with relevant web3 technologies that can add value to our players.” Sadiq Ahamed Shaik, CEO of Lysto, and Founder, The Growth Protocol, said, “The Growth Protocol is a platform for developers and all marketing roles. Our team is working with developers to launch a series of growth applications on the L1 blockchain, empowering users through decentralization for marketing and growth initiatives.”

The Growth Protocol team, composed of experienced professionals previously at Microsoft and Google, is actively engaging with Web3 developers, key opinion leaders, and marketing professionals at India Blockchain Week, fostering collaboration and innovation.

The Web3 community at IBW is invited to meet the team in person, join the test net launch, and participate in rewarding quests. For those who won't be at IBW are welcome to connect with The Growth Protocol through their website and social channels on X or LinkedIn and more."

About Nazara Technologies Ltd.:

Nazara is India's only listed gaming and esports company, with majority ownership of several leading gaming and esports brands with presence in India, the US, and other global markets. In esports, Nazara has India's leading esports platform NODWIN Gaming and Sportskeeda/Pro Football Network in the sports media space. Nazara's offerings in the interactive gaming segment include gamified early learning ecosystems like Kiddopia and Animal Jam, India's most popular cricket simulation franchise, World Cricket Championship (WCC), and a wide portfolio of casual games distributed through telco partnerships in many emerging markets. Additionally, Nazara controls Datawrkz, a digital ad tech company supporting its portfolio companies and external clients with demand-side user acquisition and supply-side ad monetization services.

About Lysto:

Lysto is the gaming world's one-stop shop, enabling game studio growth through playtesting, acquisition and retention tools while gamers find opportunities to play for rewards. In collaboration with Nazara, Lysto is launching The Growth Protocol, a purpose-built L1 for marketing and growth applications. Lysto is funded by leading VCs like Hashed, SquarePeg, Tiger Global, Distributed Global, Beenext, and prominent angels like Balaji Srinivasan, Sandeep Nailwal, Jaynti Kanani, Bobby Ong, and T.M. Lee.