

May 06, 2025

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 May 06, 2025, titled “**Nazara-Owned Nextwave Multimedia Partners with Winners Alliance to Bring 500+ Pro Players to the World Cricket Championship Game Franchise.**”

This is for your information and records.

Thanking you.

Yours faithfully,
For Nazara Technologies Limited

Arun Bhandari
Company Secretary & Compliance Officer

Encl. As above



Nazara-Owned Nextwave Multimedia Partners with Winners Alliance to Bring 500+ Pro Players to the World Cricket Championship Game Franchise

India, May 6, 2025: Winners Alliance, the commercial partner of the World Cricketers' Association (WCA), has announced a new licensing agreement with Nextwave Multimedia, a subsidiary of Nazara Technologies and the developer behind the popular *World Cricket Championship* (WCC) mobile game franchise. Through the partnership, Nextwave will integrate names, images and likenesses of over 500 WCA-affiliated professional cricketers into its WCC titles. With hundreds of millions of downloads across its six releases, WCC remains one of the most widely played games across platforms.

Players currently incorporated in WCC3 include top international names, with additional athletes set to be introduced in May. The upcoming WCC4, scheduled for release later this year, will also feature stars such as Kagiso Rabada and Heinrich Klaasen from South Africa, Devon Conway and Tim Southee from New Zealand, Joe Root and Jos Buttler from England, Nicholas Pooran and Sunil Narine from West Indies, Rashid Khan from Afghanistan, and David Wiese from Namibia, in addition to players from Australia, Canada, Ireland, Zimbabwe, and the United States.

The agreement enables cricketers that are part of the Winners Alliance group licensing program to generate incremental off-field income and gain wider visibility. It also engages Nextwave Multimedia users, allowing them to play as their favourite cricketers.

"It's great to see Nextwave Multimedia harness the power of professional cricketers as a collective by obtaining a license for their game," said **Tom Moffat, Chief Executive, WCA**. "Professional athletes in other global sports have benefited from large-scale group licensing opportunities like this for decades, and we're pleased that cricket is starting to move into the modern era in this area. Winners Alliance continues to do great work for cricketers by unlocking new revenue streams, boosting their visibility, and protecting them against any unauthorized use of their rights."

"Our license with Nextwave Multimedia is a great example of the kinds of long-term, athlete-centric collaborations that Winners Alliance is committed to creating," said **Eric Winston, President, Winners Alliance**. "Cricketers, and all professional athletes, should be empowered to maximize their value. Nextwave Multimedia and Nazara Technologies are world-class companies that will unlock new value for cricketers, create new engagement opportunities for fans, and drive more value for the cricket ecosystem as a whole."

“Integrating over 500 of the world’s top cricketers into WCC marks a significant milestone for us,” said **Nitish Mittersain, Founder & CEO of Nazara Technologies**. “Our goal has always been to create deeply immersive and authentic sports gaming experiences. Featuring these renowned athletes brings the virtual game closer to reality, offering fans an unprecedented opportunity to engage with the sport—and their cricketing heroes—in a more personal and interactive way.”

Nextwave’s WCC franchise, launched in 2011, has grown to become one of the most downloaded cricket simulation games globally. Nazara Technologies, India’s largest and only public gaming company, acquired Nextwave Multimedia in 2024.

WCC is an officially licensed player product through Winners Alliance. It is not an official product of, or endorsed by, the ICC or any ICC Member unless otherwise prescribed.

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About the World Cricketers’ Association

The World Cricketers’ Association (WCA) is the global players body in cricket. WCA collectively represents the players across the majority of top cricket playing countries at global level through their domestic players’ associations, and with over 500 international players participating in its global commercial program. WCA cares about:

Players – Advocating for, supporting, and providing world class services to players at global level

Players’ Associations – Enabling and empowering players’ associations around the world

The Game – Positively influencing the direction of the global game

Optimising Commercial Value – For players and powering the player movement

To learn more, visit www.theworldca.com.

About Winners Alliance

Winners Alliance is a global, athlete-centric commercial solution dedicated to creating novel group licensing, sponsorship, partnership, content, investment and event opportunities for world-class athletes collectively. Launched in August 2022, Winners Alliance serves as the for-profit affiliate of the Professional Tennis Players Association (PTPA), World Cricketers’ Association (WCA), EuroLeague Players Association (ELPA), and Grand Slam Track, representing the group commercial rights of hundreds of athletes worldwide. Among its pioneering initiatives, Winners Alliance aims to establish a sustainable group licensing program encompassing video games, trading cards, collectibles, and related opportunities. To learn more, visit www.winnersalliance.com and follow @WinnersAlliance on [LinkedIn](#), [Instagram](#) and [X](#).

About World Cricket Championship Franchise

The World Cricket Championship Franchise (WCC) is owned by Nextwave Multimedia Pvt. Ltd. Nextwave's cricket games have had over 500 million downloads spanning the period 2011 to 2025. The WCC franchise which launched in 2011, comprises WCC Lite, WCC 1, WCC 2, WCC Rivals, WCC Cricket Blitz and WCC 3. Games in the franchise have won multiple awards over the years, including "Best of Google Play", "Best of Apple Store", "App Annie Top 10", "IAMA Studio Game of the Year", "NASSCOM/IGDC Game of the Year", AatmaNirbhar Bharat App Innovation Challenge conducted by the Government of India, and numerous others. The robust core engine and game features that power this gaming experience have been developed meticulously over a decade.

About Nextwave Multimedia Pvt. Ltd.

Nextwave Multimedia Pvt. Ltd., is a leading mobile game company in India. This Chennai-based studio is a subsidiary of Nazara Technologies Ltd., a global gaming and sports media company. Next Wave develops quality casual and multiplayer games in the sports genre. Nextwave Multimedia has over 570 million downloads across its developed cricket games including World Cricket Championship Franchise (WCC), 'Big Bash Cricket' the official game of Cricket Australia's Big Bash League and the "Battle of Chepauk" developed for the Chennai Super Kings.

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, a leading IP based gaming studio 'Fusebox', 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. Website: <https://www.nazara.com>.

Media Contacts

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