

# Nazara Technologies Limited



September 11, 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**

**Subject: Intimation of Press Release**

Dear Sir/Madam,

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 September 11, 2024, titled "Nazara Announces Investment in STAN, a leading gaming community platform in India".

This is for your information and records.

Thanking You.

Yours faithfully,

For **Nazara Technologies Limited**

**Rakesh Shah**  
**Chief Financial Officer**

**Encl.** As above



## **Nazara Announces Investment in STAN, a leading gaming community platform in India**

*Popular gaming community platform of STAN to boost Nazara's diversified gaming segment*

**India, 11<sup>th</sup> September, 2024:** Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA), India's only publicly listed diversified gaming, esports and sports media company, through the Company's wholly owned subsidiary Nazara Dubai FZ, announced an acquisition of 15.86% stake in GetStan Technologies Pte. Ltd ("STAN"), a leading esports community platform in India. Nazara will purchase 15.86% in STAN for ~INR 18.4 Cr (US\$2.2 million) in an all-cash secondary transaction.

STAN is a key player in the Indian esports and fan engagement space, building a mobile-first platform that fosters connections among gamers and supports content creators with tools to succeed. Founded by Parth Chadha, Nauman Mulla, and Rahul Singh, STAN has quickly become a recognized name in the segment.

As of July 2024, STAN's user base has surpassed 12 million, with over 80% of users coming through organic and referral-based channels. The platform has shown strong monetization, boasting over 500,000 paying users and a high 30-day retention rate of over 60%. Its mobile app has gained significant traction, consistently ranking among the top 5<sup>1</sup> on the Google Play Store with a 4.7-star rating over the past year.

"Nazara's investment in STAN strengthens our position in the rapidly growing gaming and esports landscape. STAN's mobile-first approach and focus on community engagement align perfectly with our vision to become a leading player in the global esports ecosystem. This acquisition allows us to expand our reach while empowering content creators and fostering a stronger gaming community," said Nitish Mittersain, Founder and CEO of Nazara Technologies.

Parth Chadha, CEO of STAN expressed his excitement, "Nazara's investment will be a major boost for STAN, fast-tracking our journey to redefine gaming and esports, communities and help us achieve our vision."

### **About Nazara Technologies:**

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/>

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<sup>1</sup> Playstore ranking for July'24 in Top Free apps Lifestyle category

## **About STAN**

STAN is a leading gaming community platform in India, dedicated to creating a vibrant ecosystem for gamers and creators. With a mobile-first design and a focus on user experience, STAN connects gamers, facilitates meaningful interactions, and provides tools for content creators to thrive. The platform supports a wide range of games and has quickly established itself as a key player in the gaming industry. The creators are collectively driving acquisition and engaging with the gamers on the platform taking the total tally of these gamers to be over 12M in less than two years since its inception, and leapfrogging other Indian players by a significant margin. The platform has constantly featured in the top 5 charts on the Google Playstore over the last one year and is now giving stiff competition to the likes of the global players

Website: <https://getstan.app/>