

Nazara Technologies Limited

(Formerly known as Nazara Technologies Private Limited)



Date: January 13, 2022

**Head, Listing Compliance Department
BSE Limited**

Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.

Scrip Code: 543280

**Head 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,

Please find attached a Press Release by the Nodwin Gaming Private Limited, a material subsidiary of the Nazara Technologies Limited titled "**NODWIN Gaming acquires 100% stake in licensed merchandising D2C company Planet Superheroes**"

Kindly take the above information on record.

Thanking You,

Yours Faithfully

For Nazara Technologies Limited

A handwritten signature in blue ink, appearing to read "Pravesh Palod".

**Pravesh Palod
Company Secretary and Compliance Officer
M. No. 57964**



Encl: a/a

NODWIN Gaming acquires 100% stake in licensed merchandising D2C company Planet Superheroes

NODWIN Gaming's new merchandise business acquisition brings additional touchpoints to gaming, pop culture and esports-loving youth

New Delhi: December 13, 2021 - NODWIN Gaming, South Asia's leading esports company and a material subsidiary of Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA), has added one more feather to its cap by acquiring comic, pop culture and superheroes merchandising retailer — **Planet Superheroes**. This new addition will enable NODWIN Gaming to offer iconic global merchandise to the millions of youth who engage with NODWIN Gaming via its immensely popular IPs such as India Premiership, VCC, NH7 and DreamHack. NODWIN will also expand on the current offerings of Planet Superheroes by exploring partnerships with global publishers like KRAFTON, Gameloft, Riot Games etc., to create innovative and locally relevant merchandise and licensing offerings on games like BGMI, Valorant, PUBG PC, Asphalt, CSGO, etc., that have become household names.

Planet Superheroes (PSH) is a tech-enabled, omni-channel brand that retails licensed character merchandise or 'Superhero Merch' as it is popularly known. PSH offers official licensed merchandise from Marvel, Warner Bros, Disney, Viacom Networks, Cartoon Network, Fox Studios, Hamleys and Toys R Us, among others. The variety ranges from action figures, collectibles, toys for kids, fashion & home accessories, stationery and apparel.

Planet Superheroes has catered to 2L+ consumers and has shipped over 5L orders since its incorporation in 2015. It has partnered with over 10+ marquee licensed global and domestic IP partners and has created a strong global supply chain with omni-channel operations. The just-in-time operations of the firm have helped it run a highly cost-efficient business, providing strong operating leverage with scale. Over the last one year, it has also built its proprietary social commerce engine that it will integrate with NODWIN's in-house assets to create a first-of-its-kind 'Influencer-First' merchandising engine.

"The Indian gaming and esports industry has witnessed a metamorphic rise in its fan base in recent years. The acquisition of Planet Superheroes will enable NODWIN Gaming to have another strategic touch point with fans that celebrates a common love for all things gaming, pop culture and esports. We believe in increasing the existing offering of global brands to include mega tournaments, Games and even the popular talent and players like Mortal, Samay Raina, Tanmay, Ankit Panth and others," said **Akshat Rathee, Founder and MD, NODWIN Gaming**

"There is huge untapped monetization potential for gaming companies via merchandising and we share a common vision in realizing this potential with PSH joining NODWIN. I believe we will get two immediate wins, a larger consumer base for our existing IPs and a new supply of licenses and partnerships in the gaming industry. I have known Akshat since we met on a Comic Con panel discussion a few years ago and am very excited to join hands to leverage the talent and influencer access that NODWIN can provide us," said **Jaineel Aga, Founder and CEO of PSH**.

NODWIN Gaming continues building out its portfolio of offerings to gaming and esports fans in the country. This acquisition adds to its recently acquired minority stake in new-age digital media organization Rusk Media and the acquisition of the gaming and adjacent IP business of OML Entertainment, taking on the BACARDI NH7 Weekender music festival IP, the YouTube fan Festival and gaming talent like Samay Raina and Tanmay Bhat.

About NODWIN Gaming

NODWIN Gaming is South Asia's leading esports company, which is building a sustainable framework of professional gamers, content creators, organizations and audiences. NODWIN Gaming is part of Nazara Technologies, the leading India-based diversified gaming and sports media platform with presence in India and across emerging and developed global markets such as Africa and North America, and offerings across the interactive gaming, eSports and gamified early learning ecosystems.

About Planet Superheroes (PSH):

PSH is one of India's leading omni-channel brands that has catered to licensed merchandise. Its USP is in its global supply chain capabilities of curation across 50+ categories from apparel, electronics, collectibles, and toys. In addition to its own e-commerce platform, it sells via Amazon and a network of its own self-brand physical retail stores across India. PSH has also built several in-house SaaS products including a social commerce catering to influencers that it planned for launch in the next financial year.