

March 17, 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 March 17, 2025, titled “**Hasbro and Kiddopia Partner to Bring PJ Masks to the Kiddopia App Platform.**”

This is for your information and records.

Thanking you.

Yours faithfully,
For Nazara Technologies Limited

Arun Bhandari
Company Secretary & Compliance Officer

Encl. As above



Hasbro and Kiddopia Partner to Bring PJ Masks to the Kiddopia App Platform

India, 17th March, 2025 – Kiddopia, the award-winning early learning app, has teamed up with Hasbro, a leading games, IP and toy company, to bring the beloved PJ Masks characters to its immersive digital platform. This collaboration will introduce exciting, educational, and interactive experiences featuring Catboy, Owlette, and Gekko, offering preschoolers a whole new way to engage with their favorite nighttime heroes.

As part of the partnership, Kiddopia will launch a series of exclusive PJ Masks-themed activities and games, designed to blend entertainment with early childhood learning. The in-app experiences will encourage creativity, problem-solving, and skill-building while keeping children engaged in a safe and enriching digital environment.

"We are thrilled to partner with Hasbro to bring PJ Masks to Kiddopia," said **Dhaval Sheth, COO, Kiddopia**. "Our mission is to make learning fun, and by integrating these beloved characters into our platform, we are creating an exciting new way for kids to explore, learn, and play."

The new PJ Masks content on Kiddopia will include:

- Interactive mini-games that reinforce early math, literacy, and cognitive skills
- Creative storytelling experiences featuring the PJ Masks heroes
- Engaging problem-solving challenges that promote teamwork and resilience

"PJ Masks has captivated young audiences worldwide, and we look forward to bringing these heroic adventures to the Kiddopia app," said Nick Mitchell, SVP of Business Affairs at Hasbro. "This partnership aligns perfectly with our goal of delivering engaging, high-quality play experiences across multiple platforms."

The PJ Masks experience on Kiddopia will be available later this year, giving young fans an interactive way to join their favorite heroes on educational adventures. The update will be accessible to all Kiddopia subscribers on iOS and Android.

For more information, visit <https://kiddopia.com/> or download Kiddopia from the App Store and Google Play.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 100 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

About Kiddopia

Kiddopia is a leading educational app for preschoolers, offering a diverse range of games and activities that foster early learning in a fun and engaging way. Designed by industry experts, Kiddopia covers essential skills such as math, literacy, creativity, and general knowledge, making learning a delightful adventure. Learn more at <https://kiddopia.com/>.

For further information, please contact:

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