

May 20, 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 20, 2025, titled “**Nazara Subsidiary Fusebox Games Partners with Banijay Rights for Global Launch of *Big Brother: The Game.***”

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 Subsidiary Fusebox Games Partners with Banijay Rights for Global Launch of *Big Brother: The Game*

Interactive Fiction Studio Brings Iconic Reality-TV Experience to Mobile Gamers Worldwide

India – May 20, 2025 – Fusebox Games, a UK-based subsidiary of Nazara Technologies, has announced the worldwide launch of *Big Brother: The Game*, an all-new narrative-driven mobile experience inspired by the legendary reality TV franchise. The game has been developed in collaboration with Banijay Rights, the global distributor of Big Brother, with an aim to tap into the franchise TV show's massive audience base globally.

Based on the globally celebrated Banijay Entertainment reality TV format, *Big Brother: The Game* invites players to step into the iconic Big Brother house, form alliances, compete in challenges, and navigate the drama of nominations and evictions, all from their mobile devices. It offers players the chance to create their own character and engage in dynamic narratives inspired by the show's most iconic moments. With branching storylines and a wide range of characters, the game ensures inclusivity for a diverse global audience.

Big Brother: The Game is now available for download on [iOS](#) and [Android](#).

Terry Lee, CEO of Fusebox Games, commented:

"We're incredibly excited to bring *Big Brother: The Game* to players around the world. This is more than just a mobile game — it's a reality show experience where players shape the drama, form alliances, and fight for survival in the Big Brother house. The global appeal of the Big Brother franchise, combined with our interactive storytelling expertise, makes this a truly unique release."

Nitish Mittersain, CEO of Nazara Technologies, added:

"Fusebox Games has demonstrated exceptional creativity and innovation in bringing popular IPs to the interactive gaming space. The launch of *Big Brother: The Game* aligns with our vision to expand globally and deliver engaging content that resonates with diverse audiences. We are proud to support Fusebox in this exciting endeavor."

Mark Woollard, SVP of Gaming at Banijay Rights, stated:

“Big Brother has captured the hearts of millions of viewers worldwide. Our partnership with Fusebox Games opens exciting new possibilities, creating immersive ways for fans to engage with this iconic brand. We look forward to seeing players around the world experience the drama, strategy, and excitement of the Big Brother house in a whole new way.”

One of the world’s most iconic and successful reality television franchises, Big Brother first hit screens 25 years ago in the Netherlands in 1999. Since its debut, over 600 series of the show have aired around the world in 70 markets. Globally, the format has maintained huge popularity and is one of Banijay Entertainment’s top three formats, airing in 28 territories last year. The format continues to make a splash globally, with prime-time success in the UK, Spain and Brazil, long-running versions airing consistently in the US and Italy since 2000, six regional versions each year in India, and a new adaptation in Malta. Big Brother is a Banijay Entertainment format.

About Fusebox Games

Fusebox Games, a subsidiary of Nazara Technologies, is a leading developer of interactive fiction games, known for creating compelling narrative experiences that captivate players worldwide. With a portfolio that includes the hit title Love Island: The Game, Fusebox continues to innovate in the mobile gaming industry, delivering stories that entertain and engage.

About Nazara Technologies

Nazara Technologies is a diversified gaming and sports media company headquartered in India. With a presence in emerging and developed global markets, Nazara operates across interactive gaming, eSports, and gamified early learning ecosystems. Nazara acquired Fusebox Games in 2024.

About Banijay Rights

Leading global distributor, Banijay Rights, represents a world-class, multi-genre portfolio of 205,000 hours of standout programming. Handling the distribution for content powerhouse, Banijay Entertainment, the division specialises in the exploitation of premium scripted and non-scripted brands to broadcasters worldwide.

Representing quality, excellence and experience in the business of linear and non-linear television and ancillary activity across all platforms, Banijay Rights’ catalogue encompasses a host of top titles from Banijay’s 130+ in-house labels, and a number of third-party producers, spanning drama, comedy, entertainment, factual, reality, family, formats and theatrical.

Delivering high-quality IP, which was born locally and travels globally, the distributor offers the best stories told the best way. Its landmark brands include Survivor, Big Brother, MasterChef, Peaky Blinders, Rogue Heroes, Marie Antoinette, Grantchester, Deal or No Deal, Home and Away, Mr Bean and Black Mirror.

Built on independence, creative freedom, entrepreneurialism and commercial acumen, Banijay Rights operates under the direction of Chief Executive Officer, Cathy Payne.

Press Assets

Access the full press kit: [here](#)

Contains:

- Game Logos ([here](#))
- Company Logos ([here](#))
- Screenshots ([here](#))
- KeyArt ([here](#))
- Character ([here](#))
- Trailers to download ([here](#))
- Trailer to embed/stream via YouTube: [Portrait](#), [Landscape](#)

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