



October 30, 2023

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 Sirs/Madam,

Sub: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated October 30, 2023 titled **Nazara Technologies announces launch of “Nazara Publishing” for game developers.**

The same will also be available on the website of the Company i.e www.Nazara.com

This is for your information and records.

Thanking You,

Yours Faithfully

For **Nazara Technologies Limited**

Varsha Vyas
Company Secretary and Compliance Officer
Membership No.: 57238



Nazara Technologies announces launch of “Nazara Publishing” for game developers

- *India’s first comprehensive publishing platform for game developers*
- *To promote high quality games in India on behalf of Indian and global game developers.*
- *To boost Make in India for the world by publishing games on behalf of Indian developers globally.*
- *To invest a minimum of INR 1 Crore per game and launch up to 20 games over the next 18 months*
- *Introduces a dedicated website exclusively tailored for game developers interested in partnering with Nazara Publishing.*
- *To publish games across platforms including mobile, web3, VR and PC*

India, October 30, 2023:

Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA) a diversified gaming and sports media platform has unveiled its new game publishing division “**Nazara Publishing**” to launch high-quality games for the Indian and International markets. The company will partner with various Indian and global developers to localise and bring these games to the large gaming base in India as well as publish games made by Indian developers globally.

Nazara will invest a minimum of INR 1 Crore per game and aims to launch up to 20 games over the next 18 months. In addition to capital, Nazara will provide developers with support on game design, localisation, data analytics capabilities, beta testing and quality assurance, enhanced monetization and strong distribution through smart user acquisition spends and platform partnerships.

As part of the Nazara Publishing platform, developers will also have access to mentors in the form of industry leaders and experts. This holistic support will empower game studios to not only successfully publish their games but also to overcome challenges, accelerate their growth, and create a lasting impact in the Indian gaming landscape.

Nitish Mittersain, CEO & Joint MD, Nazara Technologies, said, “Nazara Publishing is poised to revolutionize India's gaming landscape, aiming to become the country's premier game publishing platform. We are dedicated to nurturing both Indian and global game developers, providing resources, expertise, and a robust network to bring top-tier gaming experiences to India's vast audience. With a special focus on supporting Indian developers, Nazara sees a significant opportunity in the Make-in-India initiative and as part of this initiative, we will also promote Indian game developers globally”



Game developers and studios looking to partner with Nazara Publishing to bring their games to a broader audience can now take the first step by applying through the official website: <https://publishing.nazara.com>

About Nazara Technologies

Nazara is India's only listed gaming & esports company a number of leading gaming & e-sports brands with presence in India, US and other global markets. In e-sports, Nazara has India's leading esports platform Nodwin; PublishME in the Turkey / MENA market; and Sportskeeda and Pro Football Network in the sports media space. Nazara's offerings across the interactive gaming segment include gamified early learning ecosystems Kiddopia and Animal Jam which are global leaders in their respective segments; India's most popular cricket simulation franchise World Cricket Championship (WCC); Classic Rummy in the Indian Real Money Gaming segment; and a wide portfolio of casual games distributed through telco partnerships in many emerging markets. In addition, Nazara controls Datawrkz, a digital adtech company which supports its other portfolio companies as well as external clients for demand-side user acquisition and supply-side ad monetization services.

Forward-looking and Cautionary Statements

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits. Our ability to generate and manage growth, ability to maintain cost advantage, salary cost increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns, client concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas and integrate potential acquisitions, the success of the companies in which we make strategic investments, withdrawal of Financial Year governmental incentives, political instability, war, pandemic, legal restrictions on raising capital or acquiring companies outside India. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.

For further information, please contact



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