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INDIAN DIGITAL GAMING SOCIETY

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CII India.gaming show 2023

International Gaming, Animation & Infotainment Event

16-18 February 2023 | Pragati Maidan, New Delhi, India

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SHOW REPORT

THE FUTURE OF GAMING UNVEILED

With one of the world's largest youth population, India is on the road to becoming a gaming superpower. Driven by this spirit and building on the successes of the past four editions, IGS 2023 was held concurrently with IETF 2023. The Show featured technological breakthroughs, latest games by indie developers, animation, gamification of product and services, eSport, AR, VR, gaming zones, start-ups, skill & skill Development, Digital India, and Make in India, all under one roof

DECODING FUTURE OF GAMING IN INDIA

@ INDIA GAMING SHOW 2023

Given the expanding career options in the gaming sector, many young people are joining the sector to earn their livelihood. Future developments in the Indian gaming industry will be driven by technologies like AI, VR, and Metaverse, which will play a critical role in developing India's creative economy

Honorable President of India, Droupadi Murmu graced the India Gaming Show 2023 inauguration of the exhibition

Windows 11 Skysports Grand Slam, powered by AMD -- the groundbreaking women only eSports event with WD Black Cup Season 4 getting 16+ mn views and 400 mn impressions across all platforms
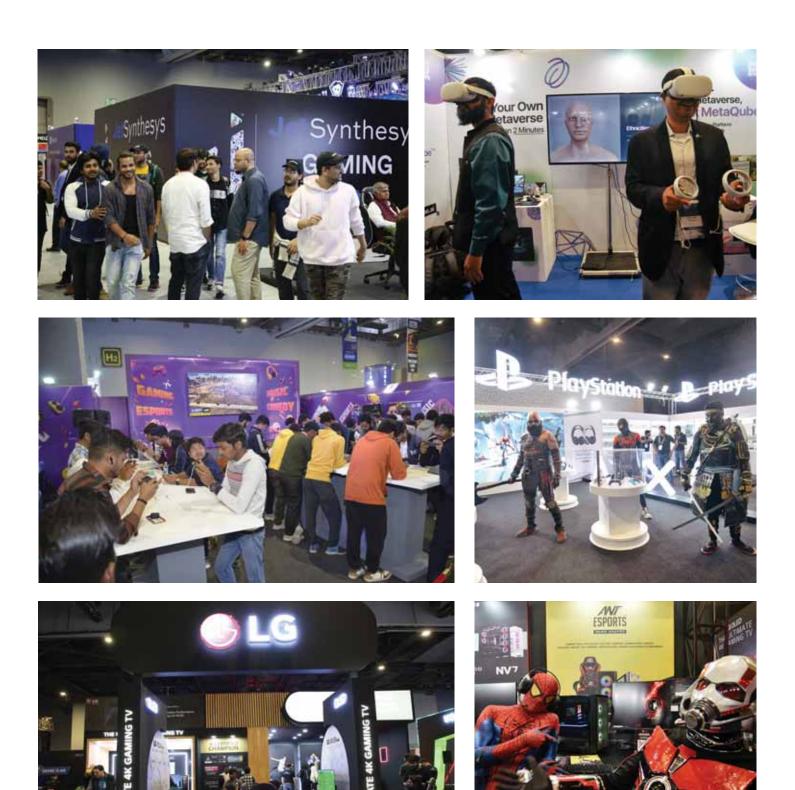
Winners
Skyesports Grandslam Luna - Grace Esports
WD Black Cup Season 4 (CSGO) - Wicked Gaming
WD Black Cup Season 4 (Real Cricket 22) - Davinder Singh

- The areas covered by IGS 2023 included Technology Showcase by large companies; Animation; Gamification; Gaming Zones; Internet of Things; Start-ups, Skills & Skill Development; Digital India; Make in India; along with Consumer Section, E Sports, Cosplay, and stage events to attract large number of visitors to the event. The major thrust of the industry was focused on generating a talent pool of game developers and increasing cost-competitiveness. The India Gaming expo reflected the growing importance of interactive, mobile and social gaming, worldwide.

- As we progress from India@75 to India@100, we must not only be able to connect our youths' aspirations to livelihoods, but also unleash mechanisms for leading the world's creative sector. Experts said that the gaming industry will play a significant part in this endeavour, both in terms of capabilities and the ability for us to develop entrepreneurial possibilities, startups, and scalability.

- Experts believe that from a gaming point of view, online gaming, eSports, etc, are beginning to emerge and grow in India and as a country it is the collective responsibility of all stakeholders to come together to develop the ecosystem. eSports can be a stimulus for young people to pursue gaming as a serious career path.

- Light regulation of the industry will also occur soon with MEITY serving as the nodal ministry for gaming and the Ministry of Sports serving as the nodal ministry for esports.

- The introduction of 5G will propel the gaming environment forward and enhance the gaming industry as a whole.

- The rise of female participation in gaming industry is a welcome global trend.

- Indian gaming sector is at a watershed moment in the gaming business, and the industry exchanged new ideas, innovation, imagination, and best practises at IGS 2023 that will define the future of gaming in the country. The industry is enthused about technologies like as VR, AR, and XR, which might pave the way for the transition from web 2.O to web 3.O, with ownership becoming a significant component of the future.

- India now has a large number of game developers, and the government can play a key role in making gaming a significant sector, given the massive size of the market and the global possibilities.

SHOWCASE OF INDIA'S GAMING PROWESS

India Gaming Show 2023 started a revolution by drawing a sizable crowd of attendees, including students, young people, and gamers of all ages. The show highlighted India's enormous potential as a global gaming hub. Participating in IGS in large numbers, Indian gaming start-ups demonstrated their ability to compete on the global stage in an effort to entice potential partners and gain exposure to the most cutting-edge gaming technologies to accelerate their growth. Some of the key brands at IGS 2023 included Sony Playstation, LG Electronics, One Plus, Western Digital, Acro, Riot Games, Nodwin Games, and Jet Synthesys Group, among others.

KNOWLEDGE SESSIONS

The fourth edition of Indian Gaming Conference, themed 'Defining New Frontiers: The Future of Gaming in India', was held concurrently with the IETF 2023, where domain experts emphasized on the collective responsible of all the stakeholders to develop the gaming ecosystem in India to realise its full potential in boosting India's creative economy to the next level and leveraging the sector to achieve global economic goals

Key Insights into the Many Facets of Gaming and its Impact

CROSS BORDER COLLABORATIONS TO UNLEASH AI POTENTIAL

- India has a large and growing population of young people, who will shape the country's future. Gaming is an area where young people can connect with digital technology and learn new skills.
- The rise of eSports in India is creating new opportunities for young people to participate and earn a livelihood.
- New technologies such as web 3.0, XR, VR, and AR are opening up new opportunities for monetizing gaming.
- India has the potential to become a global leader in gaming due to its strong ecosystem

and expertise in new age technologies. The advent of 5G and future generations of mobile networks will provide real-time opportunities for large numbers of people to play games together. The infrastructure being built around 5G and beyond will have a massive impact on the gaming industry in India.

- Gen Z is a massive audience in India with a population of around 375 million. It's important for brands to understand their behavior patterns and preferences.

- Gen Z is a digital-first generation, spending up to eight hours a day online, with a majority of them owning smartphones. Social media platforms are the primary source of news for Gen Z, with almost 87% of the news coming from social media.

- Gen Z values social connections and forming and maintaining relationships, which has implications for how they consume content and get entertained.

- Gaming is a significant part of Gen Z's entertainment and engagement, with a growing number of platforms emerging to cater to this audience. Brands need to create content that is relevant, engaging, and authentic to Gen Z's values and interests.

- There is the need for brands to have a purpose and to be socially responsible, which resonates with Gen Z's values. The rise of Gen Alpha, the next generation after Gen Z, is something that brands need to prepare for as they will have their unique set of preferences and behaviors.

- Gen Z is obsessed with gaming and it has become a big part of their lives. Gaming provides emotions such as an adrenaline rush and knowledge that are important to young people. But it is important to create a balance and provide good content for young people interested in gaming.

- Gen Z's relationship with the virtual world is different from previous generations, with no shared platform between them and earlier generations. They have an innate tendency to master the environment, and they have already mastered the virtual world due to early exposure to technology. Gen Z seeks immediate gratification and has a shorter attention span due to the novelty factor. Mental health professionals need to consider these factors when designing interventions or offering anything to Gen Z.

- Gen Z has a clear-cut disconnect with previous generations and has already mastered the virtual world from a very young age. Immediate gratification and shorter attention span are key features of Gen Z. They want a unique space and have a voice of their own. Gen Z values uniqueness, edginess, and purpose. They also have a strong sense of purpose and know why they are doing what they are doing.

Exploring New Opportunities for Indian Gaming

- The global video game industry is worth over $180 billion, with India accounting for just a billion dollars of that. There exists immense opportunities for growth.

- The gaming industry in India is dominated by mobile games, whereas the PC was the main platform in Korea and China. It is crucial to understand the gamer mindset in different cultures to build successful games.

- The eSports industry in Korea started with Starcraft, which was developed by a US company called Blizzard. There was controversy surrounding why the industry was being built on foreign-made games, but it became a gateway for young people to start their career in gaming. eSports can be a profitable business and a catalyst for young people to consider gaming as a serious career. The eSports industry in Korea played a very positive role in this regard, and the same can happen in India.

- The gaming industry in India is currently in a very good place, with hardware and software advancements making it easier than ever to develop and publish games. There are over 1200 gaming companies in India, making it a very competitive market.

- Despite negative news about the growth of PC sales in India, the gaming hardware market is expected to grow by 20% or more, showing the increasing importance of gaming to consumers.

- The gaming industry in India is expected to grow at a CAGR of 12% annually for the next 5-6 years, and technologies like AR, VR, and cloud gaming will likely drive further innovation and growth.

- India has a large gamer population, with 507 million gamers and 120 million paying gamers generating an ARPU of up to $20 per year. The industry is expected to create 160,000 jobs in the next three years in India.

Actions from Industry & Government

- Events like the Acer Predator Gaming League in India showcase the intense competition and growing interest in gaming.

- OnePlus is taking several steps to make mobile gaming more mainstream in India. Firstly, they have 5G ready devices at every price point, which gives them an edge in the market. Secondly, they have developed a proprietary gaming engine called Hyper Boost, which is built into their flagship devices and monitors. They work closely with their product R&D team in India and their community of avid gamers to ensure they are building products that support the gaming ecosystem. Additionally, they have their own gaming IP and have launched online tournaments and events for the community.

- AMD is also poised to play a role in the evolution of cloud gaming in India. With the increasing penetration of high-speed internet through

5G networks, traditional gaming is expected to migrate to the cloud. AMD's epic range of processors is faster, more energy-efficient, and more secure than those of their competitors, which positions them to provide high-performance gaming infrastructure to players in the cloud gaming ecosystem. They believe that both traditional gaming and cloud gaming will coexist over time, and the line between the two will blur.

- In-game branding can provide a lot of opportunities for brands to engage with the highly engaged gaming audience. Demographics are also in favor of in-game branding, with Gen Z spending an average of six to seven hours weekly on gaming.

THE RISE AND RISE OF eSPORTS

- Gaming has evolved from being a niche hobby to a mainstream activity, with eSports becoming more popular and even being considered for inclusion in the Olympics.

- There are three pillars driving growth in the gaming industry: government initiatives, the in-game experience, and monetization. The Indian government has officially recognized esports and is rolling out programs to support the industry, including creating games and apps based on indigenous platforms. Esports is being included as a career option in some curriculums, and the government is reaching out to OEMs to invest in the industry.

- The two most important pillars of esports are the publisher who owns the IP and the skilled gamer who is like the Sachin Tendulkar of the esports segment. In the past, publishers used to fund esports to keep their game alive, but now they are making profits from esports. This is not sustainable. Publishers will eventually have to fund esports again.

- Esports on mobile phones will continue to grow. When governments and publishers work together to recognize esports as a legitimate career option, it will bring respect and recognition to the industry, which will attract brands to sponsor esports stars as their brand ambassadors. The day is not far off when 500 million people will follow esports, and esports stars will be bigger than sports stars like Sachin Tendulkar.

- Players who are passionate about gaming, not just those who have access to high-end devices. There is a need to bridge the gap between grassroots and professional level tournaments by starting with district-wise, state-wise, and then zonal-wise tournaments. The focus should be on building a state-wise network and making esports accessible to all levels of players, not just those with high-end devices.

- In terms of skill gaps, deep knowledge of gaming is critical, and organizing an esports event requires a 360-degree approach, including PR, marketing, and product execution. Volunteers and tech teams are also needed at grassroots events.

- Esports is a rapidly growing industry with a lot of potential in terms of infrastructure and players. There is a need to invest in grassroots talent and retain athletes to help organizations grow. However, there are differences in work ethics between Southeast Asian and Indian players. Indian players are more driven by salary and brand deals, while Southeast Asian players are more result-oriented.

- The lack of policy framework in the industry is a challenge, and policy makers need to work

Skyesports Grandslam-LUNA marks a historic stepin Indian esports. For the first time ever in India, we hosted the all-female LAN event at Windows 11 Skyesports Grandslam powered by AMD.

This is great for Indian esports and this is a milestone that will be a trendsetter for others to follow. The response has been overwhelmingly positive, motivating both players and Skyesports to continue advancing the cause. As a market leader, Skyesports is proud to have initiated this unique and pioneering IP for #WomeninEsports.

together with organizations to help retain athletes and invest in grassroots talent. Positive messaging about esports is also necessary to address apprehensions among parents who influence players. The government has already taken steps by defining the regulations for the esports industry, and it is up to all stakeholders to work together and take the industry to the next level.

Ensuring Inclusivity in Gaming

- There is the need to ensure a safe tournament environment for all participants, with measures to prevent toxicity and harassment. Consider the differences in behavior and attitudes between online and offline gaming, and try to replicate the positive aspects of offline play in online environments. Encourage healthy competition between teams, regardless of gender. Aim for gender diversity in team composition to promote collaboration and teamwork. Be aware of the challenges that female gamers may face in the gaming community, including toxicity and objectification, and take steps to address these issues.

Actions to Raise Participation of Female Gamers

- Create opportunities for female gamers to compete in male-dominant games: By including female gamers in male-dominant games, it can show other female gamers that it's possible to compete and succeed in those games.

- Host female-only tournaments: Providing female gamers with their own tournaments can create a safe and comfortable environment where they can feel empowered to compete against other female gamers.

- Provide visibility and roadmap: Giving female gamers visibility and a roadmap of upcoming tournaments can help them plan and prepare for future competitions. It can also motivate them to improve their skills and participate in more events.

- Collaborate with female content creators: Partnering with female content creators who are also professional esports players can help encourage more female gamers to participate in esports. Female content creators can act as role models for other female gamers, showing them that it's possible to succeed in esports.

- Encourage equal participation: It's important to ensure that female gamers are given equal opportunities to participate in tournaments and competitions, and that they are not treated differently from male gamers.

Tackling Challenges to Let Gaming Industry Shine

- In India, advertising is the largest component of monetization for games, accounting for upwards of 70-75% of revenue. However, most of this ad monetization happens through ad engines, and not as much through direct in-game branding and integrations, which is a model that has seen a lot of traction globally.

- The gaming industry in India has been growing rapidly over the past few years, with the emergence of mobile gaming and the impact of COVID-19. However, the main challenge has been the lack of talent in the market to support the growth of the industry. While private education institutes have been adding more numbers to the talented resources, there is

now a trend of university colleges and state-run universities taking the initiative to offer programs in gaming animation and visual effects.

- The eSports industry in India has also been growing over the past few years, with multiple tournament organizers and eSports teams coming into the limelight. However, there is a need to educate the community at a ground-up level about the opportunities available in eSports beyond just gaming, such as managing teams, coaching teams, data analysis, graphic design, and video editing.

- The involvement of corporates in the eSports industry could also help the government realize the potential of this industry. With a massive population in India aged between 13 to 25 years old, educating them at a young age could be crucial for the growth of the industry.

METAVERSE: A CONVERGENCE OF VIRTUAL WITH REALITY

- Metaverse for India will need to evolve differently from the way it's evolving globally due to the device ecosystem and the device penetration, as India is fundamentally a mobile economy with very little VR, AR device penetration. The payment models for the metaverse in India need to be thought through as crypto, which is an important component globally, faces regulatory uncertainty and complexity in India. The level of digital maturity in India needs to be considered for scaling metaverse experiences.

- The Metaverse is not just about gaming, although gaming is one of the bigger gateways into it. Brands and marketeers need to figure out what consumers want and create a value exchange to make the Metaverse relevant for their target audience. There needs to be a balance between adding value to the life of the consumer and adding back to the life of the brand.

- Interactive and immersive content creation is the next natural progression of content following text, image, and video-based content. Metaverse eliminates intermediaries and creates an opportunity for brands to directly engage with their users and build their own cultures. Metaverse will increase the efficiency for brands to engage with their users and create a brand degree call.

- Digital maturity is important for users to be happy with virtual-only value creation. It's important to marry the real world and virtual world to generate value addition in the real world and help people feel connected. The democratization of the Metaverse creation process is important to allow smaller brands and companies to participate.

- The use of meta humans or virtual assistants can be beneficial. They can be used as brand mascots, providing more control over the actions and representations of the brand. Additionally, the configurability of AI allows for virtual assistants to serve a variety of roles, such as HR personnel, sales assistants, and concierges, or even holograms used to sell and market products. Indian companies have been pioneers in the development of virtual assistants and chatbots, and these technologies have progressed to the point where they are nearing sentience, with the ability to understand surroundings, emotions, and respond appropriately.

5G AND CLOUD GAMING WILL BE THE NEXT INFLECTION POINT IN THE INDIAN GAMING MARKET. CLOUD GAMING CAN POTENTIALLY ADDRESS THE BLOCKERS THAT HAVE HINDERED THE GROWTH OF CONSOLE AND PC GAMING IN INDIA, SUCH AS THE NEED FOR HIGH-END PCS AND EXPENSIVE GAME LICENSES

NEW TECHNOLOGIES FOR ACCELERATED GROWTH

- The early stages of web three development offer a lot of variation and creativity for game developers. This is an exciting time to be a game developer because best practices for web three game development have not yet been developed.

- The impact of web three on the everyday gamer is still in its early days, but the potential is there for gamers to own a part of the gaming experience through NFTs or workflows, and to contribute to that experience through experience builders. The focus is on accessibility and empowering users to create their own experiences. As awareness and understanding of web three and its capabilities grow, it's likely that more gamers will be drawn to the platform.

- The 5G rollout in India has the potential to be a game-changer for the gaming industry. 5G offers incredibly fast speeds and low latency, which is crucial for online gaming. With the increase in data consumption and faster speeds, gamers will be able to enjoy a more seamless gaming experience with less lag and better graphics. This means that game developers will be able to create more immersive and engaging games, which in turn will attract more gamers and potentially lead to monetization opportunities.

- 5G will also enable new forms of gaming experiences such as cloud gaming, which allows players to stream games on any device without the need for powerful hardware.

- This will open up gaming to a wider audience, including those who may not have access to expensive gaming hardware.

- 5G will enable the growth of other technologies such as AR and VR, which can also have a significant impact on the gaming industry. AR and VR can provide more immersive experiences and enable players to interact with games in new ways.

- 5G and cloud gaming will be the next inflection point in the Indian gaming market. Cloud gaming can potentially address the blockers that have hindered the growth of console and PC gaming in India, such as the need for high-end PCs and expensive game licenses.

SOCIAL GAMING & CREATIVE ECONOMY TAKE CENTRE STAGE

- The social angle in games has become ubiquitous and essential for offering a good user experience. Single player games on their own tend to not attract as much attention as local multiplayer, player versus player, or massively multiplayer games. Every game developer now includes a social angle in their games to make them successful.

- The social aspect of gaming has evolved beyond just within-game interactions to the point where an entire parallel social ecosystem is needed to support the growth and number of people within that universe. This parallel social ecosystem helps early onset gamers solve grassroots level issues such as connecting with other players, building teams, and discovering tournaments.

- The creative economy is an important aspect of the gaming industry, and there is a need to support creators who are writing stories and producing content for games.

- There is a talent pool crisis in the gaming industry, and it is important to encourage people with creative skills, such as script writers, book writers, illustrators, and artists, to see gaming and game writing as a viable option.

- Providing a platform for Indian-made games can help prevent a talent drain, where creators move abroad for greater opportunities. The future of the gaming industry lies in supporting a creative economy that is willing to tell fearless and beautiful stories on platforms. There is a need to go door-to-door and convince people that gaming is an industry where they can pour themselves into and find success.

NURTURING GAMING STUDIOS FOR GLOBAL SUCCESS
@ **IGS 2023**

The India Gaming Show 2023 held an Investor Meet and Startup Demo Session to discuss the future of gaming in India, with a focus on the casual gaming landscape and the gaming studio business. The session explored how investors can nurture gaming studios and produce globally successful games. Critical success factors for creating games that can travel internationally were also discussed. Here are some lessons for young gaming studios that were gleaned from the discussions at the session

Be aware of the cognitive dissonance that can occur when seeking funding. Investors often want to see rapid growth, but this can be a trap for gaming studios that focus too much on user acquisition at the expense of building quality games.

Instead of focusing solely on growth, consider building high-quality games with potential for IP development and monetization. This can help your studio stand out from the competition and build a sustainable business model.

Be aware of the unique challenges and opportunities of the Indian gaming market. While it is a large and growing market, it also has its own particular cultural and regulatory factors that need to be taken into account.

Seek out advice and mentorship from experienced professionals in the industry. Learning from the successes and failures of others can help you avoid common pitfalls and build a successful gaming studio.

Focus on building original IP: Building an original IP can be more advantageous in terms of cost per install and user acquisition, as opposed to building a commodity product. The cost per install for a commodity product will be higher and will decay faster, while the cost of acquiring one more user for original IP will come at a much slower pace over time.

Build a strong team: The games business is a knowledge economy business, so having the best talent in the country and a dense talent team is crucial for success. A small team with six people who know what they are doing can do way more damage and cause more growth than 600 people who sort of know what they're doing.

Look for underserved markets: It's a great opportunity for developers to start in markets that are underserved, such as India. While other developers have way more capital and knowledge, building something for an underserved market can be a good strategy.

Focus on lifetime value: As with any other software business, it's important to focus on cost per install versus lifetime value. This means understanding how much it costs to acquire a user and how much you can get out of that user over their lifetime.

To succeed in the hyper casual gaming market, it is crucial to have a large pipeline of resources, including game developers who can constantly come up with new ideas and prototypes to test through a standard five-step process. This process involves testing click-through rates, cost per install, retention numbers, and monetization for three days and lifetime value. However, given the unpredictable nature of the market, it's impossible to know for sure what will work, and thus the only way to scale a hyper casual business is to have a lot of content to test. It's a risky business, but with the right strategy and resources, it can be highly profitable.

The next 25 years will be crucial for India, and I believe that its youth will shape the country's future. There is no doubt that gaming is one area where young people connect with digital, with so many things to learn about and contribute to. I also believe that we should discuss the rise of eSports in India, because ultimately, it is the gamer who derives joy and entertainment from being a casual gamer and then becoming a professional. And I believe that journey is, once again, providing more opportunities for young people to participate, even from a financial standpoint.

Rajan Navani, CEO, JetSynthesys and President, IDGS

India has a large base of talented game developers and the potential to create unique new IPs. While there may be a gap in some areas of talent, there is still a lot of untapped potential in the Indian game development industry. The role of the government in nurturing and leading the gaming industry is important, as we have seen in East Asian countries. However, it is also important for private companies to invest in the industry and for the industry itself to create a culture of innovation and collaboration.

Sean Hyunil Sohn, CEO, Krafton

The gaming industry has been growing rapidly and is expected to continue to do so. The increasing adoption of new technologies like 5G will only accelerate this growth. The highly engaged nature of gamers also presents a unique opportunity for brands to connect with their audience. As gamers spend a significant amount of time daily playing games, brands can use this time to engage with them through in-game advertising, sponsorships, or even branded content.

Girish Menon, Head Strategy, JetSynthesys

We used to read so much about why gaming is going to take everything forward. But what we've seen is that this generation, they want to do everything around gaming. So for them the reference of life is: what are they playing? Or what are they watching. So either they're playing a game, or they're watching somebody play a game.

Piyush Kumar, Founder, Rooter

This is the golden era of gaming that we are entering in. Access to gaming devices has become very ubiquitous. Technology is improving hardware is improving. Connectivity has played a big role in where we are today.

Sidharth Kedia, CEO –Gaming , NODWIN

Today we know that the gaming has become more like a sports. I mean, we do expect that at least in a few years or now, either at Asian Games level or in the Olympics, there will be some kind of eSports event which will start taking place. That's the direction in which the gaming has moved over the last many years.

Sudhir Goel, Chief Business Officer, ACER

LEADERS SPEAK

Games will become more intricate, complex, and cinematic in the future. And with technologies such as AR VR, cloud gaming, and others entering the scene. This will be transformed through a very, very fast-paced or very, very rapid technological innovation.

Mukesh Bajpai, Marketing Head, AMD India

For the past 15 years, I've been a gamer. I've spent the last ten years in the industry. Surprisingly, I attended the India Gaming Show for the first time in 2017 as a caster. From 2017 to now, I've seen the show grow by leaps and bounds. I've seen these venues get bigger and bigger, more tech-centric, with some really big brands coming in.

Zerah Gonsalves, CEO, LXG

Unlike previous generations, Gen Z has been exposed to technology and the internet from an early age, and many have grown up with smartphones, social media, and other digital tools as integral parts of their daily lives. This has led to a different set of values, expectations, and behaviors, such as a preference for instant gratification, a desire for authenticity and transparency, and a tendency to multitask and consume information quickly.

Dr. Shrisha Sathe, Psychologist

GLIMPSES FROM INDIA GAMING SHOW 2023

DEFINING NEW FRONTIERS: KEY TAKEAWAYS @ **IGS 2023**

The Indian Gaming Conference 2023 highlighted several key insights regarding the facets of gaming and its impact on India's creative economy. Here are some of the key takeaways from the show
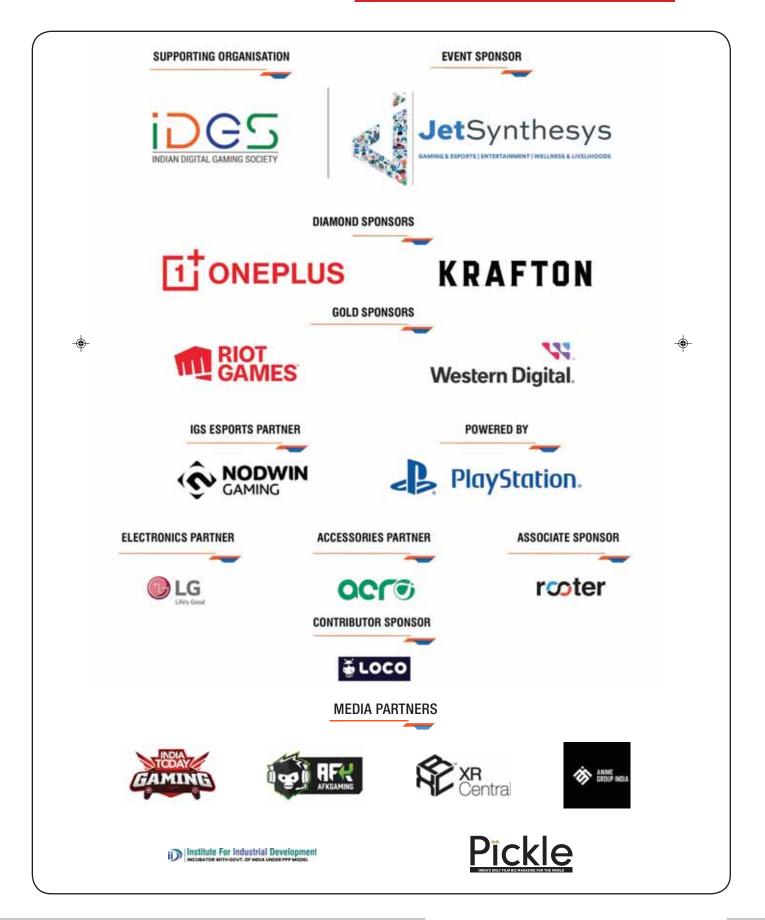
- The show emphasized the significance of India's large and growing population of young people in shaping the country's future, as gaming is an area where they can connect with digital technology and learn new skills. Furthermore, new technologies such as web 3.0, XR, VR, and AR are opening up new opportunities for monetizing gaming, and India has the potential to become a global leader in gaming due to its strong ecosystem and expertise in new age technologies.

- IGS 2023 also highlighted that Gen Z, a massive audience in India with a population of around 375 million, is a digital-first generation and that gaming is a significant part of their entertainment and engagement. Brands need to create content that is relevant, engaging, and authentic to Gen Z's values and interests, as they value social connections and forming and maintaining relationships.

- The show explored new opportunities for Indian gaming, indicating that the global video game industry is worth over $180 billion, with India accounting for just a billion dollars of that. The gaming industry in India is dominated by mobile games, whereas the PC was the main platform in Korea and China, indicating the importance of understanding the gamer mindset in different cultures to build successful games.

- The gaming industry in India is expected to grow at a CAGR of 12% annually for the next 5-6 years, and technologies like AR, VR, and cloud gaming will likely drive further innovation and growth. Finally, the conference highlighted the importance of industry and government actions in promoting gaming and creating more opportunities for growth, such as events showcasing competition and interest in gaming and companies taking steps to make mobile gaming more mainstream in India

- IGS 2023 showcased technological breakthroughs, latest games by indie developers, animation, gamification of product and services, eSport, AR, VR, gaming zones, start-ups, skill & skill Development, Digital India, and Make in India, all under one roof.

- The major focus of the gaming industry is on generating a talent pool of game developers and increasing cost-competitiveness.

- The rise of female participation in the gaming industry is a welcome global trend.

- The introduction of 5G technology will enhance the gaming industry as a whole.

- The Indian gaming sector is at a watershed moment in the gaming business, and the industry exchanged new ideas, innovation, imagination, and best practises at IGS 2023 that will define the future of gaming in the country.

- The government can play a key role in making gaming a significant sector, given the massive size of the market and the global possibilities.

Conclusion

The Indian gaming industry has immense potential for growth and innovation, fueled by the country's large population of young people and its expertise in new age technologies. The rise of Gen Z and the advent of new technologies such as AR, VR, and cloud gaming present new opportunities for the industry to flourish. To fully realize this potential, it is important for all stakeholders, including industry players and the government, to work collectively and responsibly to develop the gaming ecosystem in India. By doing so, we can leverage the gaming industry to boost India's creative economy and achieve global economic goals, while providing young people with opportunities to connect with technology, learn new skills, and build successful careers.

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CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has around 9000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from around 265 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

As a developmental institution working towards India's overall growth with a special focus on India@75 in 2022, the CII theme for 2018-19, India RISE : Responsible. Inclusive. Sustainable. Entrepreneurial emphasizes Industry's role in partnering Government to accelerate India's growth and development. The focus will be on key enablers such as job creation; skill development; financing growth; promoting next gen manufacturing; sustainability; corporate social responsibility and governance and transparency.

With 65 offices, including 9 Centres of Excellence, in India, and 10 overseas offices in Australia, China, Egypt, France, Germany, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 355 counterpart organizations in 126 countries, CII serves as a reference point for Indian industry and the international business community.

INDIAN DIGITAL GAMING SOCIETY

Voice of Indian Gaming Industry

The Indian Digital Gaming Society (IDGS) is a non-profit umbrella organisation of various stakeholders in the Indian Digital Gaming Ecosystem. Formed under the aegis of the Confederation of Indian Industry (CII) in 2018, IDGS has emerged as a proactive advocate, promoter, and facilitator for the development of a healthy gaming ecosystem and the promotion of responsible gaming in India. The Society collaborates with industry and academic experts to optimise industry development capabilities and facilitate industry growth through Policy and Progress Advocacy, Market Research, Emerging Technology and New Opportunities, Export Promotion, Indigenization and Innovation, and Education and Skill Development.

Since its founding, the IDGS has focused primarily on organising India Gaming Shows, Gaming Conferences, taking part in Gaming Sessions, and publishing newsletters and reports. To take its ideas further, the Society has created eight working groups, which will be responsible for policy recommendations, conduct the membership drive and numerous other activities for strengthening and enhancing the Gaming sector.

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