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Confederation of Indian Industry

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INDIAN DIGITAL GAMING SOCIETY

# DISCOVER A NEW DIMENSION

## INDIA GAMING SHOW 2021

25 Feb – 24 Mar 2021 | CII Hive Virtual Platform



International Gaming, Animation & Infotainment Event  
25 Feb – 24 Mar 2021 | CII Hive Virtual Platform

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# INDIAN GAMING UNIVERSE: PROSPECTS



- India, with world's largest youth population, poised to be one of the world's leading markets in Gaming
- Growing at a healthy pace, on the back of increasing smart phone and tablet penetration
- Indian Gaming Industry, expected to cross \$1 billion within the next two years according to Google
- 100+ online game developers expected to be added in the next 4-5 years, as per Google-KPMG report
- Mobile phones account for the majority of revenues in the country as revealed by KPMG-Indian Federation of Sports Gaming report
- Increasing smartphone affordability and penetration, expanding internet user base, declining data prices, attributed as the growth drivers for mobile gaming
- Puzzle, action and adventure are the top gaming genres in the country
- Fantasy sports are also witnessing increasing traction in the country due to growth of digital infrastructure and the emergence of new sports leagues
- No wonder, the Indian Gaming market has attracted the attention of several international gaming peripheral manufacturers and service providers

## KEY HIGHLIGHTS

- Second-most populous country with over 1.38 billion people
- World's largest youth population
- World's second largest smartphone market
- World's third largest Internet population

# INDIA GAMING SHOW- LOOKING BACK !

- With an aim to develop the Indian Gaming eco system, address the challenges and bring exposure to larger audience, Confederation of Indian Industry (CII) had launched India Gaming Show in February 2017, New Delhi (1st edition)
- India Gaming Show was launched to promote Indian Gaming, Digital Content & Animation Industry by providing a global level platform to the Indian Business Community and creating a business platform for International partners to explore the vast Indian Market and explore partnership opportunities.
- Post maiden edition, a “Regional Edition” was hosted in January 2018 – India Gaming Show South, at Bengaluru, Karnataka, India followed by 2nd edition of India Gaming Show in the year February 2019 at New Delhi, India.
- All the past edition(s) of India Gaming Show have turned out to be very successful for each & every participant who had attended the event, while proving to be a complete and comprehensive B2B & B2C event focusing on gaming industry of India.
- The past edition(s) of India Gaming show had been supported by Ministry of Electronics & Information Technology, Government of India, JOGA, CIPO, JLOP, CESA, JETRO, KCC, VIPO, & IDGS, and had witnessed varied parallel events & activities, ranging from Country Pavilions, Cosplay, Hackathon, Talk Show, Musical Stage Performance by International Artists, E-Sports, Developer Zones, Product Launches and likewise.
- India Gaming Show has marked a special milestone for the sector and has helped in addressing the requirements for the growth opportunities of gaming & animation industry in India.

# INDIAN DIGITAL GAMING SOCIETY (IDGS)

The Indian Digital Gaming Society (IDGS), a not for Profit association has been formed to be the apex body of the Indian Gaming Industry. IDGS plans to act as a catalyst and facilitator for the growth and capability building of the Gaming Industry in India.





# UNVEILING INDIA GAMING SHOW 2021

An international exhibition & conference that would cover areas like technology showcase by large companies, latest games, animation, gamification, gaming zones, start-ups, skills & skill development, virtual reality, augmented reality, digital India, along with e-sports, consumer section, cosplay & stage events, providing a platform for the industry to connect with business visitors, consumers & delegates from India & overseas.

This event is aimed at helping the Indian Gaming Industry to create a roadmap for making this sector a world market leader, keeping in view the largest young consumer base that India has today.

# EXHIBITOR PROFILE\*

- Animation
- Banks and Financial Institutions
- Cloud Computing & DB Services
- Consultants
- Cosplay Developers
- Digital Games
- E-sports
- Gaming Distributors
- Game Hardware & Peripherals
- Game Manufacturers
- Game Researchers
- Gaming Wearables and Accessories
- i-Games
- Industrial Games
- Licensing, Law Firms
- Merchandise
- Microprocessor Design Firms
- Mobile Devices | Gadgets
- Mobile Games
- Online Games
- PC Games
- Programmers
- Robotics
- Simulation Games
- Skill and Skill Development
- Software Developers
- Start-ups
- Telecommunication Carriers & Providers
- Thinktanks
- Video Games
- VR Games
- VFX

# VISITOR PROFILE\*

- Amusement Parks
- Consultants
- Game Shops
- Gaming Developers
- Gaming Equipment Manufacturers & Distributors
- Gaming Enthusiasts
- Gaming Parlours
- General Visitors
- Government
- Hospitality Industry
- Industries
- Industry Associations
- Investors
- IT Companies
- Law Firms
- Legislative Institutions
- Malls
- Marketing / Advertising / Digital Agencies
- Media and Entertainment Industry
- Media Representatives
- Other Gaming Operators & Organisations / Associations
- Programmers / Developers
- Publications
- Regulatory Bodies
- Schools and Universities
- Social Gaming Companies



# SUCCESS STORY



**India gaming show 2017**  
Global Gaming, Animation & Infotainment Event  
**2-5 February 2017**  
Pragati Maidan, New Delhi, India



**India gaming show south 2018**  
International Gaming, Animation & Infotainment Event  
19-21 January 2018 | BIEC, Bengaluru, Karnataka, India



**India gaming show 2019**  
International Gaming, Animation & Infotainment Event  
3-5 February 2019 | Pragati Maidan, New Delhi, India





**Confederation of Indian Industry**

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government and civil society, through advisory and consultative processes.

For 125 years, CII has been working on shaping India's development journey and, this year, more than ever before, it will continue to proactively transform Indian industry's engagement in national development.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with about 9100 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 288 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, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

With the Theme for 2020-21 as **Building India for a New World: Lives, Livelihood, Growth**, CII will work with Government and industry to bring back growth to the economy and mitigate the enormous human cost of the pandemic by protecting jobs and livelihoods.

With 68 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

For further details, Please contact:

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