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# India gaming show 2019

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

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# GAMING NEWS

Vol. 1

INTERNATIONAL GAMING, ANIMATION & INFOTAINMENT EVENT | FEB 04, 2019, PRAGATI MAIDAN, NEW DELHI | FOR PRIVATE CIRCULATION ONLY | OFFICIAL NEWS LETTER OF THE 2ND EDITION

## VOICES OF GAME LOVERS



**"There is no age group in playing game whether online or physically. It needs motivation to do things"**

—Basavaraj Pujar, Someshwara Software



**"Youngsters are coming in large numbers to play games, this development will boost both the gaming culture and promotion of new gaming brands in the country"**

—Ankita, PlayStation



**"What we have developed within the game, the actual information of Sachin Tendulkar with Virtual Reality**

**(VR) where users will feel like "centre of the Pitch"**  
—Anant Joshi, Sachin Saga Cricket Champions



**"There is no comparison between playing game on mobiles phones or computer. But if you are a game lover, you would love to play game on computer"**

—Apoorv, ACRO Engineering Company



**"ESL Play is the world's leading platform for eSports. What we are giving to our users is handsome cash**

**prizes up to Rs.1 crore by winning 1st prize"**  
—Aastha Sethi, ESL India Premiership



**"The new animated games have eventually made their base in India. Our company is in talks with huge number of other**

**Japan companies who are ready to explore the Indian market"**  
—Pradeep Verma, Japan India Industry Promotion Association



**"New gaming technologies like augmented reality (AR) and virtual reality (VR) should be developed to cater the young**

**population of our country"**  
—Anup Dustakar, NODWIN



**"The new thing which is attracting our younger generation is to make money out of games which will help them to earn**

**their livelihood"**  
—Hemant Kumar, JetSynthesys



# GAMING LEAPS TO THE NEXT LEVEL

Large volume of users and rising potential of monetisation implies that gaming has the potential to emerge as a significant sector creating jobs for thousands of millennials in India

**W**ith one of the world's largest youth population, India is poised to become one of the world's leading markets in Gaming Sector which is growing at a fast pace. Now in its 2nd edition, India Gaming Show 2019, organised by Confederation of Indian Industry (CII) at Pragati Maidan in New Delhi, witnessed a huge crowd of gaming lovers on Day One, underscoring a growing consumer base and a favourable game developer ecosystem.

As gaming is being increasingly acknowledged by the people, more and more gamers are looking to take it up professionally as a career, thus expanding the digital gaming landscape.

Key brands participating in the 2nd India Gaming Show include Gigabyte, Playstation, Samsung, HyperX, Sony, HP, Intel, ESL, Amazon, Omen Laptops and many more from the start-up and developers' community.

Confederation of Indian

Industry (CII) has taken an initiative to bring together all stakeholders under a common platform for the Digital Gaming Industry in India, and has created the Indian Digital Gaming Society (IDGS) to cater to the needs of this sector. It aims to act as a conduit between the industry and the government to support and sustain the Indian gaming industry and transform it into an organised industry.

A visit to India Gaming show reveals that new gaming technologies like augmented reality (AR), virtual reality

(VR) and console gaming are being adopted by gamers and gaming companies alike. These technologies are not only making an

**As gaming is being increasingly acknowledged by the people, more and more gamers are looking to take it up professionally**

impact in the gaming industry, but also transforming sectors like education and healthcare, among others.

Over the past few years, gaming has reached new heights globally. In India, with games allowing players to stream their games on YouTube or Twitch and post scores and statistics on social media platforms it has resulted in millions of users discovering the thrill of watching professional gamers.

Large volume of users and rising potential of monetisation implies that gaming has the potential to emerge as a significant sector creating jobs for thousands of millennials in India who can join the creative workplace.

The gaming industry in the country is expected to reach, or even surpass, the \$1 billion mark by 2020. The booming opportunity in digital gaming has prompted foreign investors and companies to keep a keen eye on India and be a part of the next big game that's about to sweep the market.



Mr Rakesh Bharti Mittal, President, CII, visiting the IETF exhibition area



# SETTING NEW RULES OF

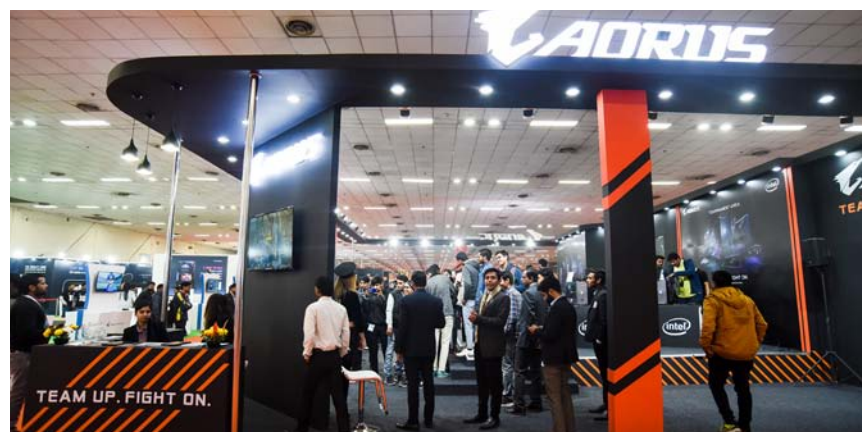
With one of the world's largest youth population, India is poised to become one of the world's leading of India Gaming Show, with some of the top industry brands showcasing their creativity, is set to





# THE GAME

markets in Gaming Sector. The second edition rewrite the rules of the industry in the country





# JAPAN PAVILION CHARMS VISITORS

**J**apan Pavilion in India Gaming Show at IETF 2019 is one of the most attractive stalls in the fair. It is showcasing Japanese gaming. The animated version of various games which game lovers are finding easy to watch and play inside the pavilion.

Director, Japan India Industry Promotion Association, Pradeep Verma said, "The new animated games have eventually made its base in India.

Our company is in talks with huge number of other Japan companies who are ready to explore the Indian markets".

He added that India is one of the main market where everyone wants to explore their products.

Prashant Godghate, Secretary-General, JIIPA, said that there are other Japanese companies which are keeping a close watch on the Indian markets and are soon going to be the part



of gaming journey in the country.

The games like Touken Ranbu musical, Fragment of feeling, Bright for future, Human battleship Shiokaze Sawakaze have become famous among the users.

Japan Pavilion has been set up by Japan India Industry Promotion Association (JIIPA), a Tokyo based non profit organization affiliated by Tokyo Metropolitan Government to promote trade between Japan and India.

## HUGE VISITORS RUSH ON DAY 1

Visitors thronged in large numbers on the first day of CII-organised 2nd edition of India Gaming Show at Pragati Maidan in New Delhi

**M**any visitors travelled from far and wide to reach the venue. "I came from far flung area of Uttar Pradesh to reach the national capital for playing Virtual Reality

(VR) based game. Today the desire to watch and play comes true. I am happy to share my feelings with my friends when I will reach home," said Rahul, a student of B.A first year.

"My craze to play Dota 2 comes true as I have never played game on such a large screen. Thanks to my friends who accompanied me to reach the exhibition within least time," maintained Sanjeev Kumar, who lives in Dwarka.

The three-day long event, which began on Sunday is introducing many players who are showcasing their stalls to reach out to audiences. This event is aimed at helping India create a roadmap for boosting the gaming sector, keeping in view the largest young consumer base that India has today.



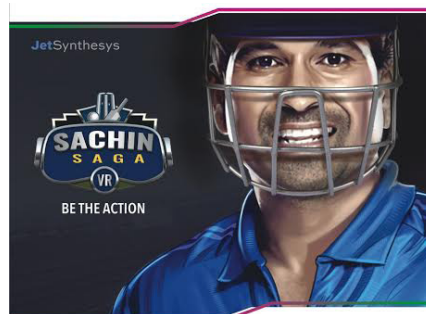
## TENDULKAR TO LAUNCH VR-BASED GAME

**F**ormer Indian Skipper Sachin Tendulkar will launch the VR-based Sachin Saga Cricket Champions game at the 2nd India Gaming Show on Monday.

JetSynthesys is taking Sachin Tendulkar to help create new-age gaming properties that utilised AR, VR and AI technologies to deliver innovative and never-before-seen

experiences to consumers.

Sachin Saga, was launched by JetSynthesys last year, generates real-time shadow movements and authentic stadium-like environments for players. In addition, it allows users to play Sachin's shots through motion captures, thus creating an experience as close to reality.



# 8 GAMES MAKING CROWD GO CRAZY!

**1** Dota 2: Dota 2 is a multiplayer online battle video game. It was developed by Valve Corporation. The game has shown an immense rush of users throughout the day 1 at the event.

**2** PUBG: PUBG or 'PlayerUnknown's Battlegrounds' a multiplayer game where around 100 players fight it out in free for all combat where the sole survivor emerges victorious.

**3** FIFA 19: FIFA 19 is a football simulation video game. The game was showcased at the day 1 at the IETF - 2019 event where users mostly youngsters took part to capture the moment of the day.

**4** Ludo: Ludo was also one of the main attract place for the visitors. Hundreds of students were seen by playing Ludo at the event.

**5** Bloodborne: An action role-playing game have seen a full house packed audience during the first day of IETF - 2019. The children accompanied by their parents have arrived the venue before the inaugural time.

**6** Swachhta Hi Seva: The Virtual Reality (VR) based game "Swachhta Hi Seva" has got a superb attention at the event. The game has been developed to spread Gandhiji's Principles.

**7** Spider-Man: The game has been loved by the lot of youngsters at the event. A huge crowd of people was witnessed at the Sony PlayStation.

**8** God of War: An action-adventure video game which sold hundreds of copies to users throughout the whole day. There was a huge crowd inside the stall to play it also.

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