



International Gaming, Animation, Esports & Infotainment Event  
14-16 March 2024  
at Pune, Maharashtra

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# THE GAMING NEWS

FOR PRIVATE CIRCULATION ONLY | OFFICIAL NEWSLETTER OF INDIA GAMING SHOW 2024 | MESSE GLOBAL LAXMI LAWNS, MAGARPATTA - PUNE | MAR 15 - 2024

## IGS 2024: GAME ON, PUNE!

*In a blaze of excitement and anticipation, the India Gaming Show 2024 began in Pune, signalling the start of an electrifying adventure for gaming aficionados with the promise to pave the way for innovation, competitiveness, and unforgettable gaming experiences*

The sixth edition of the India Gaming Show 2024 commenced on March 14th, 2024, at the prestigious Messe Global Laxmi Lawns in Pune, Maharashtra. Boasting overwhelming participation, the event drew around 4,500 gaming enthusiasts and industry professionals, transforming Pune, renowned for its burgeoning youth population, into a vibrant hub of gaming innovation.

With the theme "Building a Sustainable Gaming Future," the three-day event unfolded with a plethora of exhibitions and conferences showcasing cutting-edge gaming technologies and trends. Renowned brands such as JetSynthesys, Krafton India, Samsung, Philips, Western Digital, OnePlus, and Sony PlayStation captivated attendees with their innovative offerings.

Rajan Navani, President of the Indian Digital Gaming Society, remarked, "The India Gaming Show 2024 is not just a showcase of the latest gaming trends but a celebration of the thriving gaming community in India. We are thrilled to bring together gaming enthusiasts, industry leaders, and innovators to Pune, Maharashtra, for an unforgettable experience."

In addition to the vibrant exhibitions, the event featured exhilarating esports tournaments organized by Nodwin Gaming and Jet Sky Esports across various gaming platforms. The India Gaming Show 2024 promises to be a landmark event, celebrating the passion, innovation, and creativity driving India's gaming industry forward.



Virendra Gupta, DDG, CII, Rajan Navani, President-IDGS and CEO Jetsynthesys Pvt Ltd, Eddy Wardoyo, Consul General of the Republic of Indonesia in Mumbai, Vishal Dhupar, MD NVIDIA India, kickstart IGS 2024 in Pune on March 14

A delegation from Japan graces IGS 2024 in Pune, strengthening international ties and fostering collaboration in the vibrant world of gaming

IGS-Pune 2024 Buzzing with Excitement

Ravi Kottarakara, President, Film Federation of India; Virendra Gupta, DDG, CII; N Ramasamy, President, Tamil Film Producers Council; and Rajan Navani, President-IDGS, join forces, bridging the gap between gaming and cinema industries.

The release of the IGS Pune 2024 catalogue and Gaming News of India Newsletter

# GAMING DIPLOMACY

## INDONESIA CALLS FOR GAMING TIES WITH INDIA

Eddy Wardoyo, Consul General of the Republic of Indonesia in Mumbai, emphasizes the country's growing gaming industry and highlights the potential for collaboration between Indonesia and India's gaming sectors. Indonesia is the Guest Country at IGS-Pune

Indonesia's participation in the India Gaming Show has the potential to bring India and Indonesia further closer through collaboration between the gaming industry in both the countries, said Eddy Wardoyo, Consul General of the Republic of Indonesia, while delivering a compelling address at the inaugural of the India Gaming Show 2024 in Pune. "It is the first participation for Indonesia and I do hope our participation in the show could further strengthen the collaboration between the game industry in Indonesia and India," he said.



Eddy Wardoyo, Consul General of the Republic of Indonesia in Mumbai

Emphasizing his country's growing gaming industry, Wardoyo highlighted Indonesia's burgeoning gaming landscape, its exponential growth trajectory and strategic positioning in the global gaming arena. "In 2024, we are projected to reach a revenue of US\$1,232.00 million, with an expected annual growth rate of 7.32% (CAGR 2024-

2027). By 2027, we anticipate a market volume of US\$1,523.00 million and a user base of 53.8 million," he added. Central to Indonesia's gaming boom is the unprecedented surge in mobile gaming, fueled by widespread smartphone adoption and accessible internet connectivity.

Wardoyo noted the sector's resilience and adaptability in catering to global trends and local preferences, resulting in a diverse gaming ecosystem encompassing various genres and platforms.

While acknowledging China's dominance in the global gaming market, Wardoyo emphasized Indonesia's strategic advantage as a key player in Southeast Asia. With a large, tech-savvy population increasingly engaged in gaming, coupled with the rise of local developers and publishers, Indonesia is poised to emerge as a formidable force on the international gaming stage.

Highlighting Indonesia's prowess in the indie game segment, Wardoyo lauded the nation's achievements on platforms like Steam, where Indonesian developers lead the Southeast Asian region with an impressive portfolio of 256 games.

# IGS in Pune A Catalyst for Industry Advancement

Rajan Navani, President-IDGS and Founder-CEO, JetSynthesys Pvt Ltd issues a call to action, urging all stakeholders involved to work together and incorporate India's gaming industry into the global economy. He draws attention to India's gaming ecosystem's inventiveness and potential for global competition

"Today marks a historic moment for Pune as we gather for an event of unprecedented magnitude," said Rajan Navani, President-IDGS, and Founder & CEO of JetSynthesys while welcoming gaming enthusiasts at the 6th edition of the India Gaming Show. He reflected on the trajectory leading to this momentous occasion. With a focus on industry transformation and youth empowerment, Navani set the tone for the day's proceedings.

He commended the collaborative efforts of industry players and participants, recognizing their role in propelling the gaming sector forward. "Let's take a moment to applaud the collective efforts of the industry and each one of you for bringing us to this pivotal juncture," Navani said.

The journey of gaming in India had humble beginnings, but Navani was among few who recognised its potential back in 2016-2017. "We engaged with stakeholders in government and industry to unearth the possibilities of an industry that has evolved over six decades. From the rudimentary games of the '70s and '80s to the era of smartphones, where gaming is accessible to nearly every individual, the landscape has transformed dramatically. With an average of 1.2 phones per person, the potential for gaming to flourish was inevitable," he said.



He underscored the industry's potential as a driver of employment opportunities for India's youth. "India is a nation teeming with vibrant youth, hungry for opportunities. Gaming isn't merely about entertainment; it's about forging an industry that promises livelihoods for many," he added.

Navani emphasized the instrumental role played by industry initiatives such as the Indian Gaming Show and the Indian Gaming Digital Society. These platforms have served as catalysts for industry growth, fostering a thriving ecosystem with over 500 million gamers in India.

In a call to action, Navani urged stakeholders to collaborate and integrate India's gaming sector into the global landscape. Citing examples like Jet Synthesis, he highlighted the innovative prowess within India's gaming ecosystem and its potential to compete on the world stage.

"India's integration into the global gaming ecosystem is imperative, with countries like the US, China, Japan, and Korea leading the charge. With a burgeoning talent pool and a burgeoning audience, India stands poised to not only excel in gaming but also to contribute significantly to the global gaming landscape," said Navani.

# UNVEILING FUTURE HORIZONS OF GAMING

Vishal Dhupar, Managing Director of NVIDIA India highlights how advances in real-time ray tracing and generative AI pushed the boundaries of what was previously thought to be impossible in gaming



Vishal Dhupar, Managing Director of NVIDIA

Showing the path to an exhilarating future in which gaming defies limits, pushed by the synthesis of human creativity and advanced technology, Vishal Dhupar, Member Executive Council of IDGS and Managing Director of NVIDIA India, captivated the audience at the India Gaming Show 2024.

"We live in an era where we no longer have to view gaming solely through the lens of the game. You can go beyond games and create universes based on your own ideas that are as vivid and tangible as the entire cosmos. Build your own world using two forces: your imagination and the technology known as artificial intelligence. Because of generative AI, you have an advantage in that you can have a co-pilot for the creative and a guide for game. More crucially, you can create a bridge to realms that have yet to be imagined," said Dhupar.

Beginning with a nostalgic reflection on the inception of gaming technology, reminiscing about the landmark year of 2006 when the GTX 800 series revolutionized gaming realism, the Managing Director of NVIDIA navigated through the annals of technological innovation, highlighting milestones which propelled gaming into the realm of artificial intelligence and realism.

"In 2018, a groundbreaking technology was introduced in computer graphics known as real-time ray tracing. Ray tracing

represents a significant advancement in the field, allowing for the simulation of complex lighting physics and enhancing realism in virtual environments. This innovation was complemented by the introduction of tensor cores, which are essential components in AI frameworks. By leveraging both technologies simultaneously, developers achieved remarkable results, such as the lifelike reflections seen in iconic films like Star Wars," he added.

Prior to the advent of ray tracing and tensor cores, achieving similar visual effects required the use of multiple data center graphics units.

Moreover, Dhupar championed the paradigm shift brought forth by hybrid AI, harnessing the synergies between cloud computing and personal devices to unlock new dimensions of gaming experiences. He emphasized the democratization of AI-driven tools, empowering gamers and developers alike to create and explore immersive worlds with unparalleled ease.

**GAMING 2024 INDEX**

**4,500** gaming enthusiasts and industry professionals @IGS 2024

**641 million** gaming population expected by 2027

**70** exhibitors featuring at IGS 2024

**\$1.4 bn** estimated Indian gaming market size in 2023

**17.2%** is the CAGR of Indian gaming industry

**75%** gamers under the age of 35

**43%** female gamers in the gaming population

**World's 2nd highest eSports fans are in India**

**\$648 million** equity funding in Indian gaming startups in 2022

**\$95 million** Indian gaming startups raised in 2023

**5 million** is India's software developer base



# IGS 2024: The Gaming Universe Unveiled

Step into the immersive world of gaming at India Gaming Show 2024, where the boundaries between reality and virtuality blur. With over 70 exhibitors representing a diverse spectrum of stakeholders, including platforms, publishers, and tech providers, the event transcends mere exhibition to become a pulsating hub of innovation and excitement. From exhilarating eSports tournaments featuring indie games to the latest offerings from industry giants like Samsung, PlayStation, Krafton, and Jet Synthesis, every corner resonates with the electrifying energy of passionate gamers and cutting-edge technology.





# Trends Reshaping Gaming in India

## **GEN AI THE NEW BUZZWORD**

The rise of Generative Artificial Intelligence (Gen AI) is reshaping gaming, generating dynamic, personalized experiences for players. With AI algorithms creating content on the fly, games evolve in real-time, offering unparalleled immersion and engagement.

## **GAMING MORE OF SCIENCE THAN ART**

Gaming has shifted from being solely artistic expression to a scientific endeavor, with data-driven insights driving game design, mechanics, and player interactions. The marriage of creativity with analytics enhances player experiences and fosters innovation in game development.

## **SCIENCE FOR UNDERSTANDING GAMERS**

Incorporating insights from neurosciences, psychology, and behavioral economics, game developers gain a deeper understanding of player motivations, preferences, and behaviors. This interdisciplinary approach enhances game design, leading to more immersive and emotionally resonant gaming experiences.

## **The RISE ESports**

The Future of Gaming in India: Esports emerges as a dominant force in the Indian gaming landscape, attracting a growing audience and investment. With professional leagues, tournaments, and infrastructure on the rise, India establishes itself as a global hub for competitive gaming, offering new avenues for players, teams, and sponsors.

## **Gamification of Skilling & Education**

Opportunities Ahead: The gamification of skilling and education presents vast opportunities to revolutionize learning experiences. By integrating game mechanics into educational platforms, institutions can enhance engagement, retention, and skill development, paving the way for more effective and accessible learning solutions.

## **Evolution of Regulations in Online Gaming**

As online gaming continues to grow, regulatory frameworks evolve to address emerging challenges such as player safety, gambling concerns, and content moderation. Striking a balance between fostering innovation and protecting consumers, governments worldwide adapt policies to ensure a fair, transparent, and sustainable gaming ecosystem.

# IGS 2024: A Unique Fusion of Global Insights & Local Innovations

*As the show unfolds, foreign participation promises a dynamic exchange of ideas, partnerships, and cultural insights. With representatives from 10 countries converging, the stage is set for a transformative exploration of the gaming landscape, where boundaries dissolve, and new possibilities emerge*



Foreign participation at India Gaming Show 2024 marks a significant milestone in the event's global reach and impact. With representatives from 10 countries converging at the venue, the event transcends borders, creating a vibrant ecosystem for col-

laboration and exchange. Among the participating nations, Indonesia, Japan, and Korea emerge as dominant forces, showcasing their prowess and expertise in the gaming arena.

The presence of Indonesian, Japanese, and Korean delegates adds depth

and diversity to the event, offering attendees valuable insights into the gaming landscapes of these influential nations. From innovative game design to cutting-edge technology, foreign participants bring a wealth of knowledge and experience to the table, sparking inspiration

and fostering cross-cultural dialogue.

One notable aspect of foreign participation at IGS 2024 is the emphasis on collaboration and partnership. Many international companies are keen on exploring opportunities for collaboration with Indian counterparts, seeking to leverage India's burgeoning gaming market and pool of talent. Discussions abound regarding potential co-productions, where foreign studios collaborate with Indian developers to create localized versions of their global games. This collaborative approach not only facilitates cultural adaptation but also enhances market

penetration, catering to the diverse preferences of Indian gamers.

Moreover, foreign companies are also exploring avenues beyond gaming, such as co-production ventures in the film industry. Recognizing the synergies between gaming and entertainment, stakeholders from both sectors are eager to explore collaborative projects that blur the lines between virtual and cinematic experiences. This convergence of industries not only expands revenue streams but also enriches the creative landscape, offering audiences immersive entertainment experiences across various mediums.

## INDIA GAMING SHOW 2024 LIGHTS UP PUNE!

India Gaming Show 2024 has injected Pune with an invigorating surge of youthful dynamism and innovation, resonating with the city's vibrant educational landscape. Set against the backdrop of numerous esteemed institutions catering to Pune's bright young minds, the event amplifies the city's pulse, offering a nexus for academia and industry to converge. Nestled amidst Pune's vibrant landscape are numerous gaming studios, which add to the city's allure as a hub of innovation and creativity in the gaming domain.

The show acts as a catalyst for nurturing creativity and technological advancement, inviting

attendees to delve into the latest trends and innovations in gaming and infotainment. From state-of-the-art gaming hardware and software to immersive virtual experiences, the event showcases the forefront of digital entertainment.

Moreover, India Gaming Show 2024 provides avenues for networking, learning, and skill enhancement, empowering Pune's youth to interact with industry experts and visionaries. Through engaging panel discussions and interactive exhibits, participants gain invaluable insights into the evolving gaming landscape and its potential ramifications on education, skill development, and career trajectories.

### Exhibition and Gaming Tournaments

The inaugural day of the India Gaming Show 2024 buzzed with excitement as attendees immersed themselves in a vibrant exhibition showcasing the latest innovations in gaming technology and industry trends. From cutting-edge hardware to immersive gaming experiences, exhibitors captivated visitors with a glimpse into the future of gaming. Concurrently, adrenaline-pumping gaming tournaments unfolded, pitting skilled competitors against each other in thrilling battles across various gaming genres. Gamers showcased their prowess, while spectators cheered on, adding to the electrifying atmosphere.

### International Representation

The inaugural day of the India Gaming Show 2024 saw significant international participation from as many as

10 different countries, with notable figures from the global gaming landscape in attendance. Indonesia was the partner country, underscoring the growing interest in India's gaming sector on the international stage. Their presence highlighted the event's significance as a platform for fostering international collaborations and showcasing India's potential as a key player in the global gaming ecosystem.

### Industry Evolution and Innovation

Attendees at the India Gaming Show 2024 gained valuable insights into the evolution and innovation driving India's gaming industry forward. Experts traced the industry's humble beginnings to its current status as a vibrant ecosystem with over 500 million gamers. Discussions emphasized the transformative potential of gaming as a driver of employment opportunities and technological advancements.

Industry leaders showcased innovative solutions and collaborations, illustrating the sector's commitment to pushing boundaries and shaping the future of gaming in India and beyond.

### Call to Action for Collaboration

The inaugural day of the India Gaming Show 2024 concluded with a resounding call to action for collaboration and collective advancement. Stakeholders were urged to seize the abundant opportunities presented by India's burgeoning gaming industry. Attendees were encouraged to align their passions with their professions and contribute to the sector's growth and integration into the global gaming landscape. The event served as a catalyst for fostering partnerships, driving innovation, and propelling India's gaming ecosystem to new heights of success and recognition on the world stage.




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# EXPLORING THE FUTURE UNLOCKING THE ECONOMICS OF ESPORTS IN INDIA

The panel delved into the burgeoning world of esports in India, analyzing its growth trajectory, revenue streams, and the crucial role of partnerships between stakeholders. Key topics included the shift towards mainstream brands, the potential of media revenue, and the evolving dynamics between event organizers, game publishers, and platforms



## Rise of Media Revenue:

Panelists emphasized the significance of media rights as a lucrative revenue stream for esports tournament companies. With the ambition to establish esports as a prominent sport in India, securing media partnerships is crucial for expanding audience reach and engagement.

## Mainstream Brand Involvement:

The discussion highlighted the increasing interest of mainstream

brands in esports sponsorship. As esports continues to gain momentum, there is a growing opportunity for brands beyond the gaming industry to invest in esports events and initiatives.

## Community Building and Publisher Support:

A critical aspect for the sustainable growth of esports lies in community building and publisher support. Panelists discussed the need for game publishers to view esports as a community-building exercise

rather than solely a branding opportunity, fostering stronger partnerships with event organizers.

## Exploring New Revenue Models:

The panel explored potential avenues for revenue generation, including fan payment models. Experimentation with innovative monetization strategies, such as paywalls and subscription-based models, may play a significant role in shaping the future economics of esports in India.

## Predictions for the Future:

Looking ahead, panelists predicted a surge in mainstream brand involvement, further exploration of media revenue opportunities, and continued experimentation with new revenue models like fan payments. Collaboration among stakeholders and a focus on creating compelling, audience-friendly content are expected to drive the growth of esports in India.

# Bringing Bollywood to Gaming: An Inside Look

In this session, titled 'Animating the Future: Bringing Live Characters to Gaming', industry experts delved into the evolution of beloved characters like Singham, Chhota Bheem, and Tarak Mehta Ka Ulta Chasma, exploring their impact on gaming culture and the potential for future collaborations

## Key Takeaways:

### Legacy of Bollywood IPs:

There is an enduring popularity of Bollywood intellectual properties among children and now they've become a cornerstone of gaming and animated content.

### Successful Collaborations:

Strategic partnerships with game development companies like Reliance Games and Excel Entertainment are leading to the creation of immersive gaming experiences based on iconic characters.

### Expansion into 3D Animation:

The transformation of beloved 2D characters

into vibrant 3D universes offer players a new level of engagement and immersion.

### Engagement Beyond Entertainment:

The characters are used not only for entertainment but also for educational and societal purposes, fostering connections with audiences across various platforms.

### Cross-IP Collaborations:

Successful crossovers between iconic characters is resulting in expanded universes and enhanced storytelling opportunities.

### Opportunities for Collaboration:

Collaboration with game development companies and creators can be leveraged

to gain the immense popularity and cultural significance for Bollywood IPs in the gaming industry.

### Recognition and Impact:

The impact of these characters include high engagement, TRPs, and involvement of Bollywood celebrities in promotions.

### Future Prospects in Gaming:

Look ahead to the future of gaming as a platform for further engagement and expansion of Bollywood IPs, which highlights the vast potential for growth and innovation in this dynamic industry.

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