

#HINDUSTANHAMARA



UNDERSTANDING INDIA'S GAMING OPPORTUNITY

1.

Casual Gaming

Outside of Fantasy & Real Money Gaming, the opportunity for Casual Gaming is huge if monetization can be cracked.

With over 600M smartphone users and availability of cheap data, users are spending 45-50 minutes on average playing games. There is an opportunity to enable micro-transactions and create large businesses.

2.

Building Intellectual Property (IP)

There is a large scope to build IP on top of popular games such as Free Fire, BGMI, etc. where gamers like to engage in sessions that are 30-40 minutes on average.

These games are also giving rise to streamers, unlocking greater opportunities.

3.

Interactive entertainment and games

Games that are interactive, immersive, personalized, and contextualized to be culturally relevant can tap into a huge market in India.

A large number of first-time internet users are coming from deep parts of Bharat, and entertainment products are currently not solving for them.

4.

Talent

There is no dearth of talent in India for gaming.

The recent success of gaming startups and game development studios is expanding the pool of talent available and will drive the industry forward over the next decade.

5.

Gamification across industries

Gamification is transforming a wide range of industries - right from payments, e-commerce, education, etc.

Skill development and game-based learning is transforming learning outcomes in education.



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