

Making India a Gaming of adequate infrastructure, funding and monetization **Super Power**

IDGS aspires to be a proactive advocate, catalyst, and facilitator of growth and competence development in order to foster a vibrant gaming ecosystem and promote responsible gaming in India

number of factors have emerged during the last two decades that have significantly altered the Indian gaming sector. As a result, the gaming industry is exceeding the music and film sectors in terms of growth. The gaming market in India was valued at \$2.6 billion in FY 2022 and is expected to be worth \$8.6 billion by 2027, with a compound annual growth rate (CAGR) of 27%.

India now has 507 million players and over 900 gaming companies, and the number of gamers is expected to reach 700 million by FY 2025, growing at a 12% CAGR. 'Made in India for the World' can happen in the gaming sector, increasing the sector's contribution to India's \$10 trillion economic aspiration. However, the Indian gaming industry faces a number of

challenges, including a lack

methods, ambiguous laws that classify some games as legal and others as illegal, revenuesharing agreements with telecom operators, state-level policies, high customs duties and indirect taxes, and piracy. In order to address the great potential and challenges that the Indian gaming sector faces, the CII formed the Indian Digital Gaming Society (IDGS) in 2018 as a nonprofit apex body comprised of diverse stakeholders in the Indian Digital Gaming Ecosystem.

IDGS seeks to be a proactive advocate, promoter, and facilitator for the development of a healthy gaming ecosystem and the promotion of responsible gaming in India. The Society



also seeks to collaborate 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.

IDGS's key efforts include the organisation of India Gaming Shows, Gaming Conferences, participation in Gaming Sessions, and Gaming publications and reports.

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A Game Changing Moment for India



Chandrajit Banerjee, Director General, CII

he Gaming industry plays a seminal role for India to realise its economic aspirations of a USD 5 trillion economy by 2025. India is one of the world's fastest growing gaming markets. The industry has a current market value of USD 2.6 billion and is predicted to grow to USD 8.6 billion by 2027.

The Confederation of Indian Industry, under the aegis of the Indian Digital Gaming Society (IDGS), has been actively advocating, catalysing, and

facilitating the growth and capability building of the gaming industry in India.

Gaming is a highly disruptive sector and is already larger than the combined music and film industries. It gives a significant opportunity for India to play a crucial part in the global gaming supply chain by developing gaming products with

Gaming is increasingly becoming a part of the social spaces in which we function. As a result, gamification will be used in a large part of future training. This industry has the ability to transform the way our children learn, healthcare is delivered, and businesses solve complicated

Policy initiatives by the Government, such as

the inclusion of esports as a multi-sport under the Ministry of Youth Affairs & Sports, the decision to make MEITY as the nodal ministry for gaming, and the submission of the AVGC Task Force report for further action are all steps in the right direction.

CII has advocated for the preservation of digital ethics in the gaming industry and the Government has indicated a willingness to outsource regulation to the industry, with oversight to ensure its legality and compliance. Efforts are being made to distinguish between the game of skill and the game of chance.

I am confident that increased recognition of the gaming industry, along with more chances for professional gamers, more infrastructure and support, greater access to funding and sponsorships, and the inclusion of esports in major sporting events, will propel the sector to new heights.

A New Era Begins!

INDIAN DIGITAL

(IDGC) AIMS TO

CONVERGE ALL

STAKEHOLDERS

AND CREATE A

THE GAMING

INDUSTRY

GAMING SOCIETY

GAMING INDUSTRY

ON ONE PLATFORM

SELF-REGULATION

MECHANISM FOR



Rajan Navani

President, IDGS; Chairman, India@75; Vice Chairman & Managing Director at JetLine Group of Companies; Founder

he year 2023 begins with optimism and hope for the Indian gaming industry with a number of watershed decisions that are set to provide a significant boost to the

As we welcome 2023, we are pleased to introduce the India Gaming News, a news letter from the Indian Digital Gaming Society (IDGS), the umbrella organisation of the Indian gaming industry formed by the Confederation of Indian Industry (CII).

India is one of the gaming marketplaces with the fastest growth rates in the world. and now is the most opportune time to be collectively transforming the \$2.6 billion gaming industry that is expected to generate \$8.6 billion in sales by

The year 2023 begins with optimism and hope for the Indian gaming industry with a significant boost for the sector. The inclusion of esports as a multisport under the Ministry of Youth Affairs & Sports, Government of

India is certainly a positive step forward for #esports.

I believe this to be a turning point in the history of gaming in India as the following generation will embrace the limitless opportunities it presents!

This action will have a significant influence on both the gaming sector and the economy as a whole. As a result, professional gamers will gain: 1) More recognition, 2) More possibilities, 3) Better infrastructure and support, 4) Greater access to finance and sponsorships, and 5) Inclusion in major sporting events.

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

The Ministry of Information and Broadcasting has provided massive impetus to the gaming industry. The AVGC task force, which was formed under the

chairmanship of the Secretary I&B to look into ways to boost the sector, has now submitted its report. The report envisages the growth of the country's animation, VFX, gaming, and comics industries exponentially over the next eight years and plans to create nearly two million jobs during that

I cordially invite you to the India Gaming Show 2023, which will be held on February 16-18, 2023, in Pragati Maidan in New Delhi. Be a part of the fourth edition of the

> exhibition, which has been at the forefront of offering a global platform for all gaming industry stakeholders to converge and debate on the future of gaming in India, as well as establishing new business synergies to propel the industry forward.

The gaming industry has an opportunity to define not only what it means for India to play a key role in the global supply chain of a \$180 billion dollar global industry, which is already larger than

the music and film industries combined, but also how we can create products in India for Generation Z and use that as a global capability.

The industry is enthused about technologies like VR, AR, and XR, which might pave the way for the transition from web 2.0 to web 3.O, with ownership becoming a significant component of the future.

To bolster its soft power, India must establish itself as the world's storytelling hub. The country must also impact the techniques by which the world will work in the future.

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. I believe the AVGC sector 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.

& CEO JetSynthesys

FOR MORE DETAILS

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Making India a Gaming Super Power

The IDGS membership has been designed to provide access to a world of opportunities, from networking with Indian and worldwide corporate majors to contributing in the formulation of economic and industrial policies through close collaboration with the government.

To take its initiatives further, the Society has constituted eight working groups, which will be responsible for policy recommendations, run the membership drive and various other activities for improving and enhancing the Gaming industry.

Over the last two years, IDGS has launched a variety of efforts to strengthen India's gaming industry. The society has submitted to NITI

Aayog a proposal to place the digital gaming sector as an active industry sector within the GoI in order to ensure the inclusive growth of the Indian gaming sector. The body has also given inputs for debate on "Guiding Principles for the Uniform National-Level Regulation of Online Fantasy Sports Platforms in India" to Niti Aayog.

The society has been focusing on discussions on various policy intervention issues such as allocating the gaming sector to a Department/ Ministry for addressing its challenges and boosting growth, addressing GST and online gaming related issues, avoiding bringing online gaming services under the gambling regime of 28% tax, regulations required for interoperability across Indian states, and tax incentives/investment tax credit to qualified projects to boost growth.

IDGS' proactive approach is aimed at assisting gaming enterprises in increasing efficiency and competitiveness.

Current Members











































Tax on Net Winnings From Online Gaming a **Welcome Step: IDGS**

he Budget 2023–24 proposal to impose a 30% tax on net wins and remove the Rs. 10,000 threshold for tax deducted at source (TDS) on online gaming has been welcomed by IDGS since it would finally handle gambling and online games separately, as the gaming sector has long demanded.

According to the authorities, it was noted that some online gambling companies kept the winning sum below the cutoff so they wouldn't be subject to the TDS requirement.

When delivering her fifth budget to the Parliament on Wednesday, Finance Minister Nirmala Sitharaman suggested taxing net gains from online gaming at a rate of 30% and eliminating the current \$10,000 threshold cap.

She suggested removing the present

threshold of Rs 10,000 for the collection of TDS and adding the additional provision for Tax Deducted at Source (TDS) on online gaming: levy of 30% on payment of net winnings in a financial year.

With this move, the government has resolved any doubts over the TDS calculation for online gambling with the addition of two new parts, which makes the procedure easier for both businesses and customers.

At a post-budget press conference, Revenue Secretary Sanjay Malhotra stated that the tax will be applied on net profits on the total amount. Malhotra was cited in the media as saying, "The withholding tax would be paid on that when you take out the money from the winning accumulated pool."

The government stated that it is

evident that deductors are deducting tax by applying the threshold of Rs 10,000 per transaction and evading tax deduction by breaking a winning into many transactions each below Rs 10,000 in the explanatory memorandum to the Finance Bill. This goes against what the lawmakers intended.

With revenue from the mobile gaming sector in India estimated to reach \$5 billion by 2025, online gaming has grown to enormous dimensions and has recently come under heavy government scrutiny from a GST and Income Tax viewpoint.

The government's creation of a new section for the online gaming industry is a progressive move. It solidifies the understanding that online gaming is a unique, technology-driven entertainment industry.

IDGS MEMBERS FOR SEPARATE GAMBLING, ONLINE GAMES RULES

t is crucial to distinguish between Real Money Games, which entail the collection of money and are governed by various online laws of many Nations, and video games, which are recognised as both a form of entertainment and an art form and provide benefits such as entertainment, leisure, and job advancement, as well as contributing to R&D in a variety of disciplines, feel IDGS members

"Online games that are played purely for entertainment purposes and do not involve the taking of money are typically classified as video games, and the industry that creates and publishes them is known as the "Games industry" or "Video Games Industry. A clear distinction needs to be taken into consideration. The industry that develops, produces, and manages

games like Real Money Games (RMG) and Fantasy Sports is referred to as the "Internet Gaming Industry. All games that include the taking of money, like RMG and Fantasy Sport, are governed by different online laws of the respective Nations," IDGS said in a statement in response to the Ministry's call to bring about amendments to IT (intermediary Guidelines and Digital Media Ethics Code) Rule 2021.

The society further said that video games are regarded as both a kind of amusement and art. "Entertainment, relaxation, and job advancement are its main inducement benefits. The direct purchase monetization approach is used."

Games are either free to download, or paid subscription; and free to play consumer demographic is three years old and up. The kind of IP games used is either the original IP or licenced IP owned by the game

The industry body added that the gaming industry has ancillary industry advantages for eSports and game streaming, movie and television production, merchandise, and cosplay. Video games contribute to research and development in a range of scientific, social-logical, and educational fields to promote the development of new forms of technology.

"The ancillary sectors that are not present in gaming include VFX Al. ML. virtual filmmaking. gamified learning, and others. It is obvious that the two industries' business strategies, consumer engagement, regulatory environment, and ancillary activities are very different from one another. Therefore combining these two frameworks and industries is not appropriate," the society said.

IDGS has also asked the ministry to revise the definition of "deposit". "To avoid

misinterpreting 'kind' as ingame currencies or tokens that can only be used to advance the player in the game, 'winnings' should only include monetary returns or rewards that have value in secondary marketplaces," it added.

Speaking about the amendment that "casual games and free-to-play games would have additional compliance requirements", the industry body pointed out that all gaming platforms are categorically referred to as online gaming intermediaries under the existing definition (OGIS). "This could cause misunderstandings and provide an excessive burden for midsized and smaller gaming platforms to comply. To prevent overlap across service provider platforms like game-hosting app stores, cloud service providers (CSPs), and gaming platforms. the definition must be made more specific," it said.

Harnessing the Power of Knowledge

The International Gaming Conference, with the title Defining New Frontiers - The Future of Gaming in India,' will feature 16 knowledge sessions covering a wide range of industry themes as part of the Indian Gaming Show, a collaborative effort of CII and IDGS



The 4th International Gaming Conference 2023, which will be held 16-18 February 2023 at PragatiMaidan in New Delhi, will host some power packed sessions addressed by the gaming ecosystem's greatest brains to assist develop a future roadmap for India's fast-growing gaming sector.

During the conference, experts will hold in-depth discussions on topics such as Next Generation Habits and Behaviors, which account for a sizable portion of the digital gaming market due to their high engagement rates and importance in driving digital consumption, and finding ways for India to win an Olympic medal in esports.

The gaming industry in India is rapidly increasing, and there is a sizable market for female gamers. Understanding their tastes is so crucial. In the session 'Gaming for Her: Innovative Strategies to Expand and Build Engagement with Women Gamers in India,' specialists will discuss unique strategies for attracting and retaining female gamers in the Indian gaming

During the session on how to make

'In-game branding an attractive proposition,' delegates will hear from thought leaders and



industry captains on how developers may use unique and new methods to make gaming a more appealing proposition for brands.

The development of cutting-edge technology and gadgets is a rapidly growing trend. To provide a 'Glimpse into the Future of Gaming Tech and Gadgets,' experts will shed light on what kind of development we can expect in terms of futuristic gear and devices in the coming years, as well as how India can become a hub for the export of these gadgets and technology through the Make In India Mission.

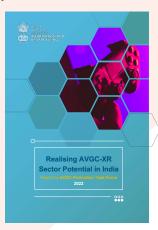
Among other enlightening topics planned for the conference include the evolution of Metaverse. Web 3.0 in Gaming, Fireside Chats with Industry Leaders, and strategies to harness the promise of Gaming, E-Sports, and Metaverse with 5G.

THE GAMING SECTOR IN INDIA IS POISED TO REALISE ITS FULL POTENTIAL ON A GLOBAL SCALE, AS THE FASTEST GROWING SECTOR IN THE MEDIA AND ENTERTAINMENT AREA HAS BEEN GIVEN A BOOST WITH MANY GOVERNMENTAL INTERVENTIONS THAT WILL ENSURE THAT INDIA MOVES CLOSER TO BECOME A GLOBAL GAMING HUB IN 2023

ADVANTAGE INDIA

A CLEAR ROADMAP

A thorough study with suggestions for the AVGC industry has been published by the AVGC Task Force. This will serve as a blueprint for the AVGC sector's future and a manual for stakeholders that are a part of the gaming ecosystem in particular as they prepare to expand internationally on the strength of an astounding growth rate over the last five years.



NEW GROWTH AVENUES

As a result of India's official recognition of esports as a multi-sport event, they will now fall under the purview of the Department of Sports within the Ministry of Youth Affairs and Sports. The Indian Esports Industry has fought to separate Esports from the broader category of "Gaming." With this decision, the industry can now develop the necessary infrastructure, coaching, and training programmes for young esports competitors, as well as seek additional investment to elevate esports to the same level as sports like cricket, football, basketball, etc., with a comparable fan base, scale, and craze.

GAMING DRAFT RULES

The Centre has proposed a self regulatory body to certify what is permitted as an 'online game' in India and is all set to begin public consultations on the draft

IMPACT OF 5G

With the launch of the 5G network, the Indian gaming industry will profit from higher download rates of high-definition content. However, in India, the cost of data will be the most important consideration. If the price is reasonable, Indians will be willing to sacrifice some quality for gambling. However, for mid- and seniorlevel players that play high-graphics, highrequirement games, 5G will be a huge boost. They will be able to play games in real time, with no buffering, and with more detailed images.



online gaming policy. The final rules are expected soon. Gaming start-ups, companies, investors, and players will be part of the discussions.

The draft has proposed a grievance redress mechanism and mandatory verification of players and physical Indian addresses for online gaming companies in India. This came after the IT ministry was appointed as nodal ministry for online gaming. However, the rules do not reveal if they are related to games of skill or chance, which has been a topic of debate among industry stakeholders. All online gaming companies will have to register with the SRO that will decide on the action required to be taken in line with rules. The SRO will have a board of directors with five members from fields as diverse as online gaming, public policy, IT, psychology, and medicine. The body will have to make sure that the registered games do not have anything "which is not in the interest of sovereignty and integrity of India, defence of India, security of the state, friendly relations with foreign states or public order, or incites the commission of any cognisable offence relating to the aforesaid".

STRENGTH OF IP

In sectors such as gaming and eSports, the creation of IP and our capacity to bring in investors will not only produce enormous value on the world scale, but will also allow us to integrate our young talent with strong technical and design skills into the global supply chain. Gaming is a \$180 billion business worldwide, and India has now positioned itself to participate in this tremendous expansion.

ADVANTAGE OF SOFT POWER

The sector must cultivate specific technical and soft skills in order to build the intellectual capital required to compete with other global hubs. Specialized training, exposure to overseas studios, production work, and industry training through work in the industry and internship opportunities, among other things, would be required for talent development in India.

GAMING & EDUCATION

AVGC education has gained traction in the country, with students showing increased interest. In India, there are 108 institutions that offer gaming education. However, there are currently no standards in gaming education. The AVGC Task Force recognised the need for an academic reference point in the industry to help with curriculum development, access to cutting-edge infrastructure and technology, and overall advice for the AVGC sector. Efforts are also being made to guarantee that all stakeholders, including decision-making bodies, enablers, executive bodies, and so on, participate in the skilling ecosystem in order to generate industry-ready people.

GAMING A GOLDEN OPPORTUNITY FOR INDIA

Going forward, the gaming industry in India is set to generate far more revenue than all other entertainment industries combined



Nitish Mittersain Founder and Joint Managing Director. Nazara Technologies

A lot of factors have emerged over the last 20 years that have transformed the gaming sector starting from device penetration of hundreds of millions of smartphones in the hands of the consumer, fast data, low cost data available to the masses. and digital payments. I think these factors put together along with a lot of risk capital available now are actually a very potent combination. And the perfect storm, I would say, for gaming to explode in India.

I think we do have great indigenous capabilities in building games. But we are mainly still a net importer of gaming content. And I think we should be fully capable of building our games, ourselves. It is way easier to export gaming than it is to export content. It is way easier to monetize gaming than it is to monetize content. We have capable engineers. artists, and great motion designers. We have all the talent we need in India, but what we essentially need is patient capital, and we essentially need businesses and business leaders willing to take some risk.



Sai Srinivas Kiran G. Co-Founder & CEO, MPL



Harsh Jain. Co-Founder & CEO. Dream11

We have the ability to create games in India which are made in India made by Indians and for Indians. I think some of the games that have come in India have been very popular. Nazara IPO is the first successful IPO in gaming, and you have a lot more of unicorns coming out from India for Indians. Although, the Indian market is so nascent that all the gaming companies are working together to grow the pie, and the pie is still so very small and has such high potential that the total addressable market is just ainormous.



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GAMING INDEX

Gamers in the World

Online gamers in India

Size of Global gaming industry

Indian gamers spend over 6 hours per week playing mobile games

eSports gamers

in Índia

Gamers in China, Japan USA, UK,

of Smartphones will be 5G ready in 2023

Gaming Companies and Studios in India

Growth rate of Indian gaming sector

Gaming sector's size in India

Projected size of Indian gaming sector in 2027

5G Smartphones by 2026

ACTION POINTS FOR GAMING INDUSTRY TO ACHIEVE GROWTH

The government and industry have come together to illuminate the path of growth for the industry. Here are some action points that will serve as a guide for IDGS and the Indian gaming ecosystem in general in order to reach the next stages of expansion and growth

The world in general has a large tech savvy, young population that is also interested in gaming, leading to newer opportunities in game design, animation and VFX. With India's proven credentials in the technology space, the gaming industry that employs technology extensively, will be harnessed further to make India a global gaming hub.

To build a competent and creative workforce gaming industry to work closely with formal and vocational training institutions to ensure linkages between skilling demand & supply.

Considering the growing market for applied gaming, and its application by industries to train and develop their workforce, applied games to be included in the school curriculum, especially at upper primary and secondary levels, in line with the National Education Policy 2020.

The Indian gaming industry leverages cloud as many gaming companies now offer games through cloud-based subscription services. Cloud gaming helps remove barriers associated with hardware costs and software downloads.

The industry will explore the potential of disseminating Indian culture to the world through innovative gaming stories featuring characters with Indian values and sensitivities that can appeal to the international community as well as the Indian diaspora.

With the sector seeking to grow in size and scale, considerable focus to be put on learnings from international best practices and consider the innovative work being undertaken by certain countries for growth of the gaming sector.

Indian gaming industry to create opportunities for expansion of Indian educational games in the global market.

The industry to look at the rise of new international trends such as the metaverse and help develop required skills in this area.

The emerging ecosystem to unleash the scope and reach of the gaming industry to help it become a torch bearer of "Create in India" and and "Brand India".

India is one of the top 5 markets in the world for mobile gaming. The gaming industry is at the core of the AVGC sector. and drives growth across its entire ecosystem.

Concerted efforts to be made to increase access to technology by creating original IP and patents and further investment in R&D and innovation at enterprise level.

Focus on capacity building of professionals working in the **AVGC Sector for** future readiness of the sector.

Gaming sector to help formulate a national framework for online skill gaming that protects interests of the users at large and ensures structured growth of the industry. For various classification of games such as, casual games, real money games and esports, relevant regulatory and market development support may be provided by the Government.

HNGS TO KNOW ABOU

The gaming industry in India has reached a significant turning point--thanks to efforts like the India Gaming Show (IGS) 2023, which has connected the Indian gaming community to the global gaming ecosystem while addressing the needs for expansion prospects

The gaming market in India was valued at \$2.6 billion in FY 2022 and is expected to be worth \$8.6 billion by 2027, with a compound annual growth rate (CAGR) of 27%. India currently has 507 million gamers and over 900 gaming firms.

Over the years, India Gaming Show has established itself as the premier venue for uniting all key players in the Indian gaming industry under one roof in order to maximise India's enormous potential as a hub for the global gaming industry.

INDIA GAMING SHOW 2023, FEB 16-18 2023, PRAGATI MAIDAN, NEW DELHI

The India Gaming Show attracts a large number of attendees, ranging from students to young people and game enthusiasts of all ages. Foreign gaming majors from countries such as Japan and Korea, among others, have a strong presence.

International Gaming, Animation & Infotainment Event 16-18 February 2023 | Pragati Maidan, New Delhi www.gamingshow.in

IGS has become a yearly fixture for the gaming, digital content, and animation industries. providing a worldwide level platform for them to explore the large Indian market and seek partnership prospects with international partners.

Gamers and gaming firms alike are embracing new gaming technologies like augmented reality (AR), virtual reality (VR), and console gaming, which are destined to alter the future landscape of the gaming industry. The IGS is the ideal venue for first-hand exposure to all these cutting-edge gaming technologies.

Global gaming has advanced to unprecedented heights in recent years. Millions of people in India have discovered the excitement of watching professional gamers thanks to games that enable players to stream their games on YouTube or Twitch and share scores and statistics on social media sites.

IGS 2023

HIGHLIGHTS

Both the **2017** inaugural IGS event and the 2019 version, which featured a larger involvement from the government and others, were fantastic events. IGS was held on a virtual platform in **2021** as a result of the Covid crisis. This edition is expected to see participation from all stakeholders.

The previous iterations of the India Gaming Show featured a variety of concurrent events and activities, including focused conferences, business meetings, national pavilions, cosplay, hackathons, talk shows, musical stage performances by international artists, developer zones, product launches, etc. This trend will continue in the 2023 edition.

E-sports, being the key pillar in the Gaming show, will be the one of the main focus.

Enter the Gaming World with Virtual Reality (VR) and Immersive <u>Experience</u>

Indian Gaming Summit during IGS

IGS has been known as crowdpuller and the role of influencers like Sachin Tendulkar at IGS 2019 has been critical. This edition may also see a number of influencers to motivate and promote certain games or technologies.

IGS-2023 is being held at a critical juncture when the AVGC Task force has come up with ideas to give further boost to the sector.

The India Gaming Show has served as a forum for thought leaders and business titans in the gaming industry to discuss the future direction of the industry in India, including potential regulatory interventions. Participants can stay informed on the latest trends and emerging technologies used by the industry by attending knowledge sessions and new product releases.

IGS has been promoting the gaming industry as a possible source of employment in the nation and assisting millions of young people and developers in discovering the numerous new prospects it provides.

In order to attract potential partners and gain exposure to the most recent gaming technologies, Indian gaming start-ups participate in IGS in large numbers and demonstrate their ability to compete in the worldwide market.

India Gaming Show has been a premier location for E-sports demonstration events, which are held throughout the event to assist attendees and game enthusiasts in understanding the skill requirements.



BE PART OF INDIA'S LARGEST GAMING SHOW 2023

For participation as exhibitor, sponsor or any queries

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