



Gaming Industry to be a trillion dollar economy by 2022

E-Sports to provide numerous jobs in India

Gurugram, April 24 2019: ‘Gaming industry can become a billion dollar market in India by 2020 as the number of mobile users are expected to reach 700 million by then’ said **Digbijoy Shukla, Head- Startup, Ecosystem, AISPL**, in his inaugural address at the 2nd edition of GATO 2.0 organized by Internet and Mobile Association of India [IAMA].

On that note **Akshat Rathee, MD, Nodwin Gaming** took the conference to a high note with his Keynote address wherein he discussed how E-sports is creating numerous jobs every day and shared that 15% of the gaming market shared is owned by the eSports sector.

Haja Sheriff, Lead, Business Development, Alexa Skills delivered a keynote address at the conference and shared that “ India is the development hub globally” and also highlighted that 80,000+ alexa skills growing every day.

The highlight of the conference was a panel discussion on Responsible Gaming: Player Protection and Safety. Panel members stressed that gaming is like any other entertainment and should be treated as such and not as means of income. Responsible gaming is an inherent part of the industry worldwide irrespective of nature of games. The panel members discussed various elements of responsible gaming:

- Age verification
- Implementation of Time limits and Amount limits
- Self-exclusion
- Fraud / collusion detection and control
- Responsible advertising
- Awareness and encouragement to adopt tools

Rahul Bharadwaj, Co-Founder & COO of Jungle games talked about use of tools such as constant messaging for awareness. Bhavin Pandya, CEO, Play Games24x7 shared that AI was used to identify instances of intervention leading to human interaction with players including for counselling. Deepak Gulliapali, CEO of Ace2three stressed upon the importance of transparency on their platforms in terms of gameplay related information and the like. Bobby Gagrg Co-Founder & CEO, Passion Gaming stressed that while these tools may be perceived to add cost of implementation or loss of potential revenue, the industry doesn’t think that way and that the cost of non-implementation would be far higher. Responsible gaming is an essential part of sustainable and responsible industry.

TRF is creating benchmarks for responsible gaming processes to create level playing field and is working towards implementing an exhaustive audit and certification processes to ensure that the players have a safe, secure and responsible experience with the operators that are certified.

IAMA organized its second edition of Gaming Summit and Expo called GATO 2.0. The daylong conference had discussions around the various facets of digital gaming in India. Industry experts brainstormed on the potential of various online games and will chart a roadmap for its future growth. The conference also hosted special workshops for developers by AISPL (Amazon Internet Services Private Limited) and Amazon



Alexa. With one successful edition where the gamut of gaming fraternity came along, networked, shared & learnt, having passed by, this year's conference was bigger & better.

Mr Pariekshit M, Managing Director, Grid Logic Group who is also the Chairman of the IAMAI Gaming Committee, said, "GATO is aimed to promote the sector as one of the pillars for driving the Digital India dream, with the potential to generate sizeable revenue and employment opportunities. With local developer ecosystem, localised games, easy options for digital payments, and affordable technologies, the segment of online gaming is expected to get a mega boost in the coming years." GATO 2.0, which is the second edition, has been a remarkable success, and it only goes on to show the potential the sector has, he said.

This year the conference also included GATO Awards for the first time to recognize and promote the efforts of the talented Indian developers. The Awards includes categories like Best Gaming App, Best Live Game, Best Fantasy Game App, Best use of AR/VR in a game; Best Card Game on App, awards will also be given to the Emerging Indian Gaming Company, Best Affiliate Partner for gaming and Best Mobile Ad Network for Gaming.

The Summit speaker's line-up includes several high profile industry stalwarts like Haja Sheriff Lead - Business Development for Alexa Skills, Amazon India, Abhishek Shah, CEO, ConversionX, Pariekshit Maadishetti, Managing Director, Grid Logic Group, Akshat Rathee, MD, Nodwin Gaming, Ankit Gupta, Apps Partnerships, Google, Anurag Khurana Head - Esports, Reliance Jio, Amin Rozani, MD, The Spartan Poker, Navneet Makharia, Director & CEO, Ability Games, Rajan Navani, Vice Chairman & MD, JetSynthesys, Sundar Raman, CEO - Sports, Reliance Industries among others and had discussions around topics like Design in gaming: Need and importance?, The rise of AI and AR/VR induced gaming, Mainstreaming Esports in India, The aesthetics of marketing a game in India, Responsible Gaming: Player Protection and Safety.

The conference also hosted workshops focused on the central idea of building relevant skills for the gaming fraternity of India. The workshops will be conducted by developers from AISPL and Amazon Alexa. Some of the topics that were be dissected in the workshops include 'Build the Cake Walk Skill', 'the future of voice-based experiences in gaming', and 'Add Memory to the skill to improve your Voice User Interface'.

GATO 2.0 Gaming for Tomorrow 2019: The 2nd edition of GATO2.0 Gaming for Tomorrow is meant to evangelize and also promote the sector as one of the pillars for driving the Digital India dream, which has the potential to generate revenue and employment generation for the country. Addressing certain key issues of the sector such as payments, design, monetization, marketing, regulation etc., and discussed how to work with the ecosystem players to make this a trillion dollar industry.

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 15 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.



Fifteen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Delhi, Mumbai, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

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