

August 12, 2025

To,
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code: 543280

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.
Scrip Symbol: NAZARA

Dear Sir/Madam,

Subject: Intimation of Investor Presentation for the Quarter ended June 30, 2025

In pursuance to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed herewith the Investor Presentation for the quarter ended June 30, 2025.

This is for your information and records.

Thanking you,

Yours faithfully,
For **Nazara Technologies Limited**

Arun Bhandari
Company Secretary & Compliance Officer
Encl. As above



Building a Global Gaming Platform from India

Investor Presentation

Q1FY26



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Q1FY26: Building Momentum Towards a Global Gaming Platform



Q1FY26 marks a strong start to the year. Consolidated revenue grew **99% YoY** to INR 498.8 crore, while EBITDA rose **90% YoY** to INR 47.4 crore. Our **core gaming business delivered a 24.4% EBITDA margin**, underscoring the strength of our IP-led strategy.

This quarter reflects the early results of our sharpened focus on **owning and scaling high-quality gaming IPs**. Key titles such as **Fusebox**, **Animal Jam**, and **Curve Games** saw strong momentum, supported by the growing impact of our **Centers of Excellence** in User Acquisition and Analytics. We continue to reinvest these gains into **expanding our IP portfolio**, increasing UA efficiency, and building a robust pipeline of titles across genres and geographies.

We also took a strategic step forward by initiating the **deconsolidation of Nodwin Gaming**. This will allow Nazara to sharpen its focus on core gaming while enabling Nodwin to independently accelerate its esports ambitions.

We have strengthened our leadership team with recent appointments bringing deep expertise in gaming to fuel our next phase of expansion.

Our vision is clear: **to build a globally relevant, durable gaming platform from India**, capable of competing with the world's best. Through disciplined capital allocation, strong IP ownership, and operational excellence, we are confident in delivering sustainable growth and long-term value for our shareholders.

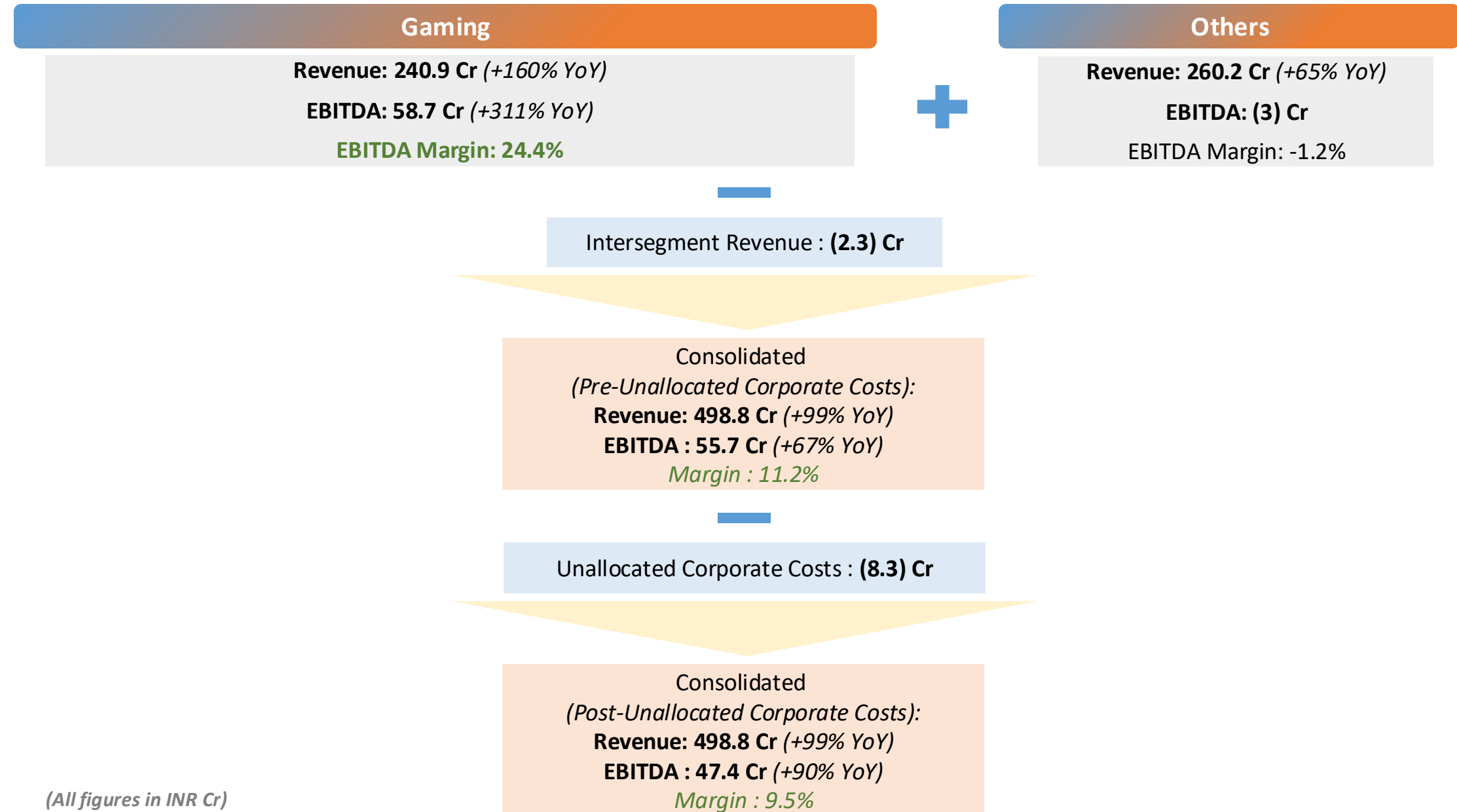
Nitish Mittersain
Joint MD and CEO



Q1FY26: Revenue, EBITDA and PAT up by 99%, 90% and 118% in Q1FY26

<i>(All figures in INR Cr unless otherwise stated)</i>	Q1FY26	Q1FY25	YoY
Revenue from operations	498.8	250.1	99.4%
Purchase, Content, event and web server	134.2	85.0	
Advertising and promotion	124.7	40.9	
Commission	39.8	16.3	
Employee benefits	94.3	51.3	
Others	58.3	31.7	
Total expenses	451.3	225.2	
EBITDA	47.4	24.9	90.4%
EBITDA%	9.5%	10.0%	
Impairment Loss	0.0	0.0	
Finance costs	5.2	0.6	
Depreciation and Amortization ¹	64.5	15.2	
Other income	77.1	25.6	
PBT before share of profit / (loss) from associate	54.9	34.7	58.3%
Tax write back/ (expenses)	(5.8)	10.4	
PAT before share of profit / (loss) from associate	60.7	24.3	150.2%
Share of profit / (loss) from associates	(24.2)	(0.7)	
Profit/(loss) from discontinued ops.	14.9	0.0	
Profit after tax	51.3	23.6	117.6%

Financial Update: Core gaming margin at 24.4% in Q1FY26, overall EBITDA margin of 9.5%



A person's hands are shown holding a smartphone, playing a colorful mobile game. The game screen displays a vibrant, cartoonish landscape with green hills, blue water, and various colorful characters and objects. The person is wearing a blue long-sleeved shirt. The background is blurred, showing other people in a social setting. Two horizontal white lines are positioned above and below the text.

Our Strategy

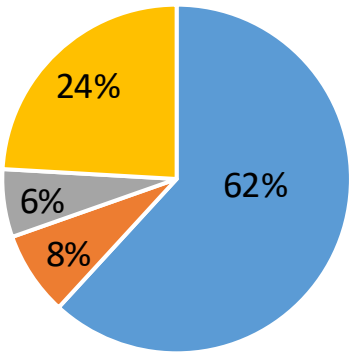
A Global Gaming Company with Deep Presence Across Key Markets



Our Presence



Revenue by Geography (Q1FY26): Gaming



- US
- India
- UK
- Rest of the World

Diversification: Our Engine for Resilient, Balanced, and Future-Ready Growth



Mobile, Kids
Focused,
Subscription and
IAP, US



Mobile, Adults
Focused, IAP,
Strong in
dev. markets



Mobile, Adults
18+, Platform
Fees



Mobile, Adults
Focused, Ad and
IAP, India
Focused



PC-Console
Publishing,
Adults, Global



Offline Gaming,
India Focused,
Ticketing and
others



- **De-risking Revenue Streams:** A broad portfolio across games, segments, and geographies reduces reliance on any single source, making the business more resilient to market shifts.
- **Balanced Growth Mix:** We blend high-growth, high-potential titles with stable, cash-generating assets to optimize overall returns while managing risk.
- **Future-Proofing the Business:** This balanced approach keeps us adaptive and innovative, safeguarding long-term shareholder value in a fast-evolving global gaming industry.

Driving Organic Growth Across Our Portfolio

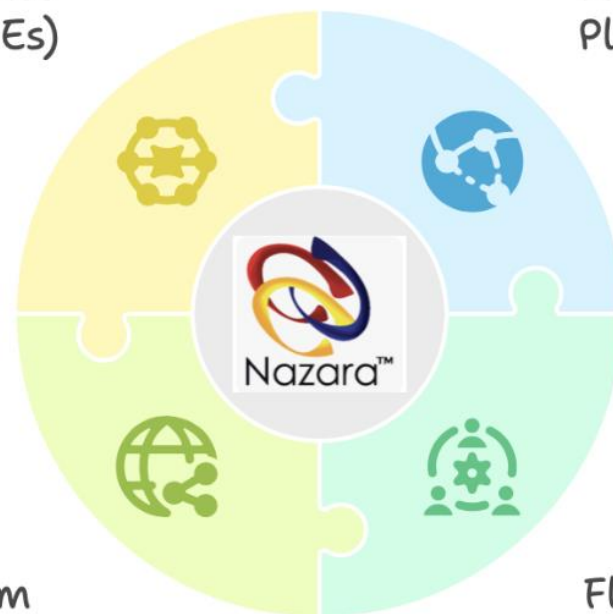
Our proprietary value creation framework is accelerating organic growth by unlocking operating leverage, improving efficiency, and deepening user engagement across businesses

Centralized expertise in UA, analytics and growth to help group companies drive sustainable, organic growth

Centres of Excellence (COEs)

IP and Partnerships Platform

Access to global IPs enables faster market penetration, higher engagement, and long-term retention



Group wide relationships with partners such as Google, Meta, Appsflyer, and AWS

Ecosystem Partnerships

Flexible Build and Scale Network

Shared infrastructure, and pooled partners create a compounding flywheel effect that accelerates group-wide performance

Strategic Leadership Appointments – Strengthening Nazara's Growth Engine



Rohit Sharma - Executive Director, Nazara

- Former Founder & CEO, POKKT Mobile Ads; ex-CEO Digital, Reliance ADAG (incl. Reliance Games), ex-Global COO & Board Member, AnyMind Group
- 25+ years in gaming, adtech, and digital media; led businesses across India, SEA, MENA
- Recognised global speaker; Physics graduate (Delhi University) & MBA (Lancaster University, UK)



Piyush Mishra, Head, Centre of Excellence - User Acquisition

- Over 9 years in UA, growth marketing, ad-tech, and analytics across gaming, tech, and mobility
- Former Director at Product Madness (Aristocrat Leisure) driving multi-channel campaigns
- Past roles at Uber and InMobi built deep expertise in cross-media planning, performance marketing, and global user growth.



Manish Gaurav - Head of Kiddopia Business

- Former Vice President – US Consumer Business at Simplilearn
- 8+ years at Simplilearn in multiple leadership roles including Head of Growth
- PGP in Strategy & Leadership from Indian School of Business; B.Tech. in Civil Engineering from NIT Hamirpur



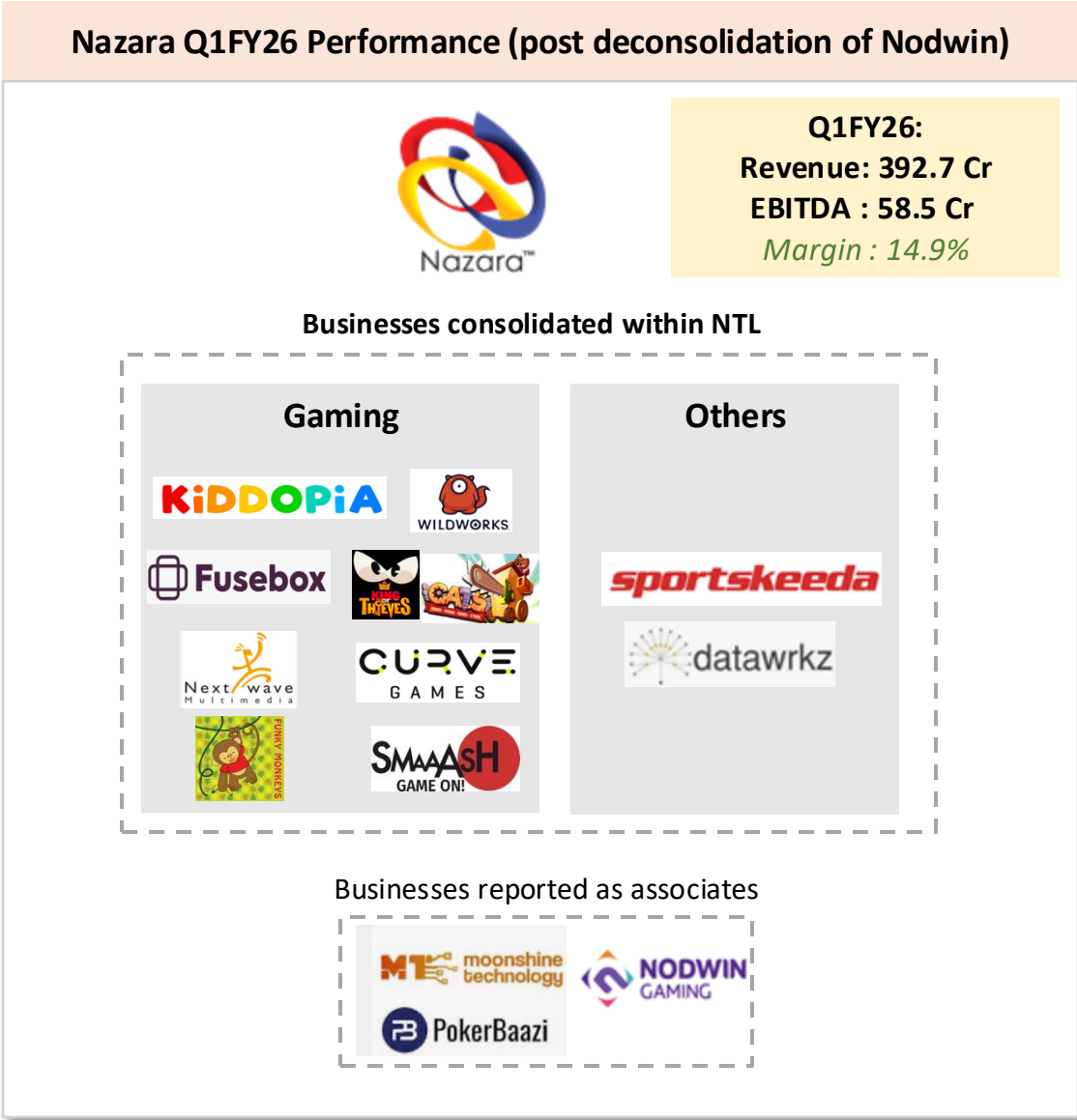
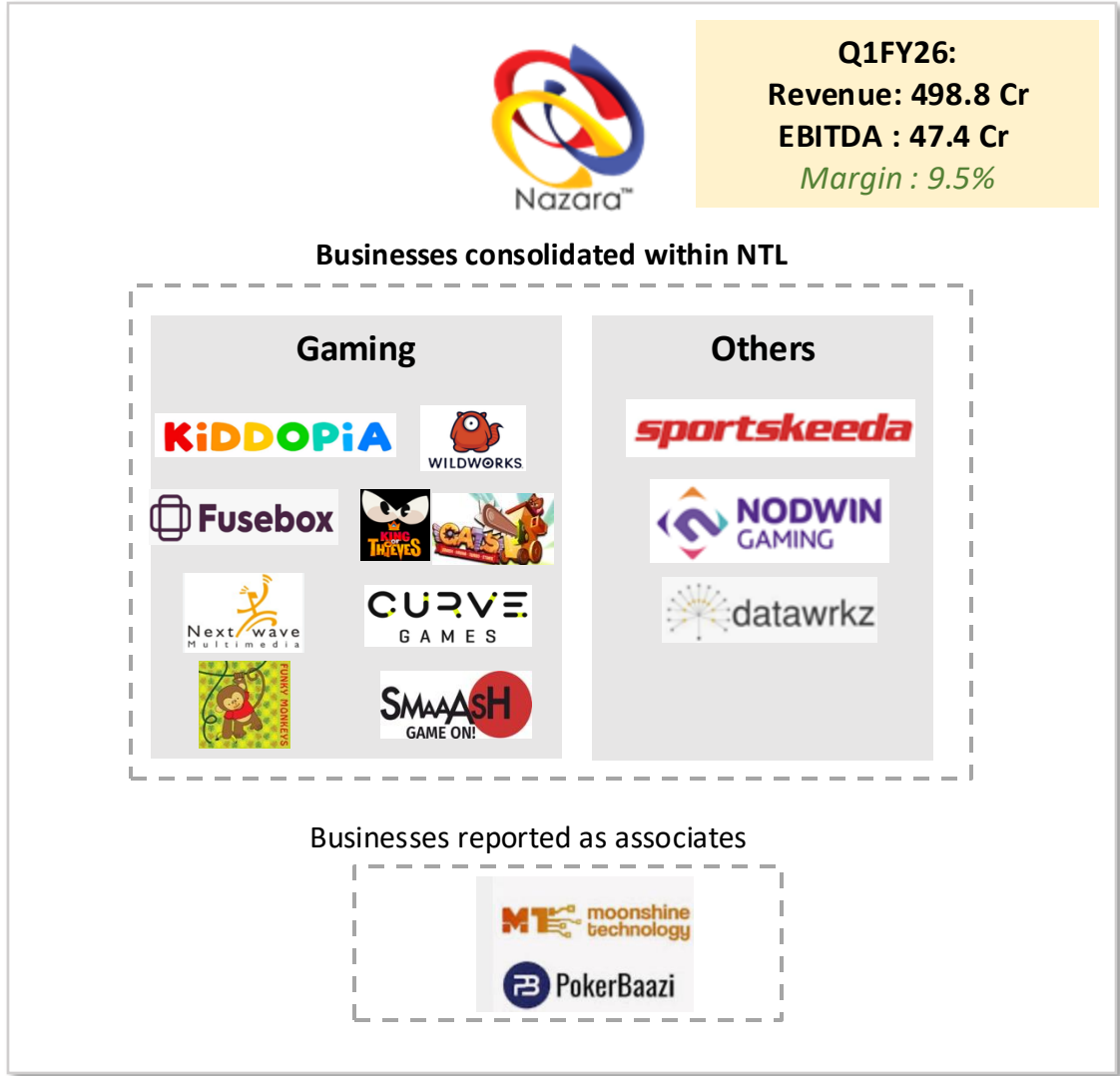
Shagun Khare, Head, Centre of Excellence - Analytics

- Over a decade of experience in game economy design, data science, and product analytics, including senior roles at **Fusebox Games** and **Product Madness**
- Proven track record in building scalable data practices, optimizing monetization, and fostering a data-driven culture.

Strong pipeline of new games and scale up in existing games

Online Gaming				Offline Gaming	
Growth Drivers	 Expansion to new platforms of existing IPs	 Scale-up of UA spends across Love Island & Big Brother games	 Scale-up of UA spends + New content launches	 Scale-up of UA spends + Current IP integrations-driven growth	 Innovative game formats, new experiences, and center revamps
	  A new IP-based narrative-driven simulation game	 + A new IP-based narrative-driven simulation game	  + IP integrations underway	New IP integrations underway	 Ambitious center expansion roadmap

A Gaming First Platform



Q1 Performance (excluding Nodwin for representation purposes only).
Deconsolidation of Nodwin subject to shareholder approval

A close-up photograph of a person's hands holding a smartphone, playing a colorful, cartoonish game. The game screen shows a green field with various characters and objects. The word "GAMING" is overlaid in large, white, sans-serif capital letters across the center of the image. Two thin white horizontal lines are positioned above and below the text. The background is blurred, showing a wooden surface and a person's arm in a blue shirt.

GAMING

Gaming: Marquee IPs to capture the large gaming market opportunity (1/2)

Brand / IP	Sub-segment	Demographics	Key Market	Monetization Model	Market Positioning	Financials Q1 FY26, INR Cr
	PC / Console Publishing	5-45 years old	North America & Japan	Digital Sales, Buyout & Ancillary Revenue	Leading PC/ Console Global Publisher	Revenue ¹ : 54.6 EBITDA: 20.7 Margin: 38.0%.
	Freemium	18-45 years old	US (69%+)	In-App Purchases, Ads	Key player in the interactive story genre	Revenue: 73 EBITDA: 10.4 Margin: 14.3%
	Gamified Early Learning	Kids- 2-7 years of age	US (80%+)	Subscription	Among Top 3 Grossing app in its category	Revenue: 45.4 EBITDA: 8.5 Margin: 18.6%
	Gamified Early Learning	Kids- 8-12 years of age	US (85%+)	In-App Purchases, Subscription	#1 Grossing app in its category	Revenue: 26.4 EBITDA: 5.9 Margin: 22.3%
	Offline Gaming	3-45 years old	India (100%)	Entry Ticketing, F&B Sales, Social Events	Leading gaming and entertainment player	Revenue ² : 8.1 EBITDA: 3.3 Margin: 41.3%
	Freemium	13-45 years old	India (80%+)	In-App Purchases, Ads	World's largest cricket simulation game	Revenue: 7.4 EBITDA: 2.9 Margin: 38.7%

Note:

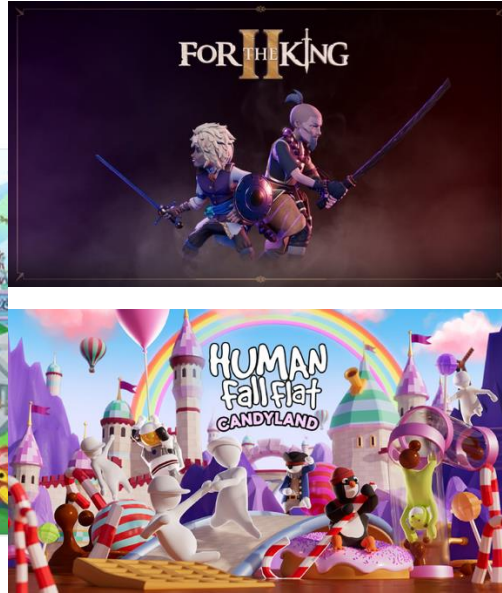
1. Curve is consolidated into Nazara books from 1st April 2025

2. Revenue and EBITDA data for Smaaash is only for the post-consolidation period (June 6, 2025 to June 30, 2025)

Gaming: Marquee IPs to capture the large gaming market opportunity (2/2)

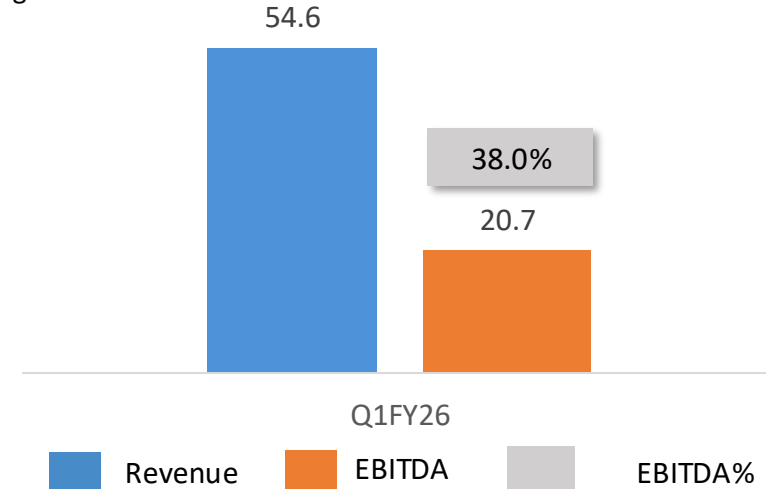
Brand / IP	Sub-segment	Demographics	Key Market	Monetization Model	Market Positioning	Financials Q1 FY26, INR Cr
	Freemium	7-45 years old	USA	In-App Purchases, Ads	Popular IP in Casual Games	Revenue: 11.3 EBITDA: 2.7 Margin: 24.3%
	Offline Gaming	1-14 years old	India (100%)	Entry Ticketing and Birthday Parties	Key Player in Kids Offline Entertainment	Revenue: 4.9 EBITDA: 2.3 Margin: 47.7%.
	Skill-based Real Money Gaming (RMG)	18-45 years old	India (100%)	Platform Fees	Market leader in Poker in India	Revenue: 191.8 EBITDA: (73.9)

Curve Games: Backing Our Winners, Investing in What's Next



- Founded in 2005 and based in London, Curve Group is an independent video game publisher focused on platforms such as PlayStation, Xbox, Steam, Nintendo Switch, and PC.
- The Company partners with third-party developers by offering financial support, technical assistance, and creative guidance, while also managing marketing, distribution, and post-release support across PC, consoles, and mobile devices.
- Curve Games continues to build on its momentum, with recent releases like *Wobbly Life* (Nintendo Switch) and the latest level launches of *Human: Fall Flat* performing well across platforms and strengthening our relationships with key partners including Nintendo, Microsoft, and Sony.
- These outcomes reaffirm our model: backing premium indie titles with strong platform alignment and efficient go-to-market execution.

Figures in INR Cr

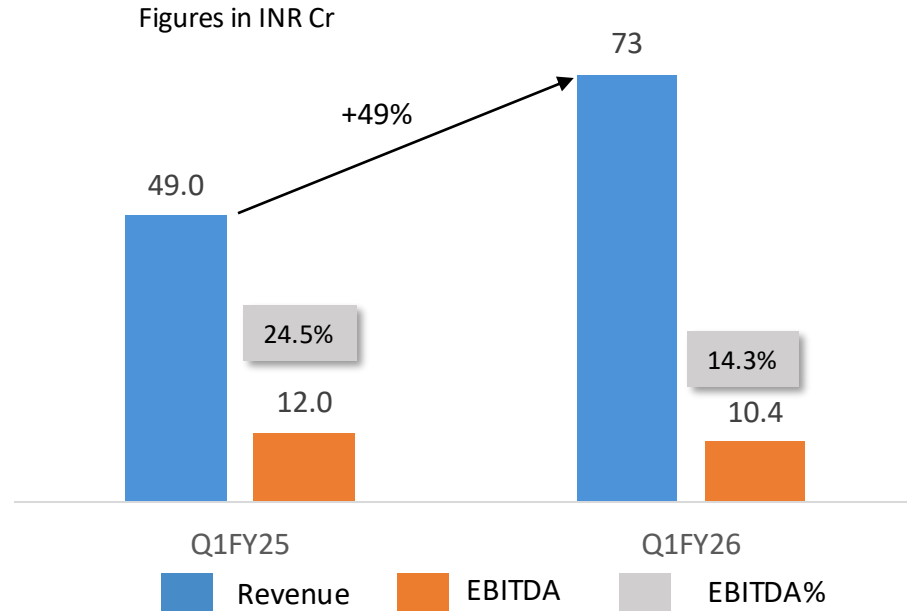


Note: Curve is consolidated into Nazara books from 1st April 2025

- FY26 is shaping up as a year of operational discipline and forward investment.
- Q1FY26 maintains strong EBITDA margins. These efficiencies have provided additional flexibility to reinvest in our upcoming IP-led opportunities. Several new titles are now in development, including original IPs and extensions of successful franchises. We're also expanding into new formats such as Nintendo Switch 2, having secured 2 new titles on the platform via Nintendo on an invite only basis.

Fusebox: UA Investments Driving Sustained Growth

Continued Growth in Q1FY26



Q1 FY26 Performance

- Increased **user acquisition (UA) spend** to amplify the global launch of *Big Brother* and the latest *Love Island* season
- Short-term EBITDA impact by design — positioning for stronger monetization in coming quarters
- End-of-June UA push expected to yield returns from Q2 FY26 onward

Fusebox has expanded from a single game studio at the time of Nazara's investment to a multi-game studio operation



UA and content driven growth for Love Island



May 2025: Released new game based on Big Brother IP



CY25: Releasing new game based on Big Boss

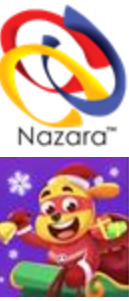
New IP
(signed, to be announced)

CY26: Releasing new game based on a major international IP, contract signed

Kiddopia: Among Top Grossing App for Kids (Under 5 years) in the US

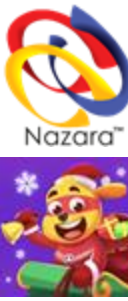
Gamified
Early Learning

Geographies: USA 80%; RoW 20%
Audience: 2-8 years old
Revenue Model: Subscription



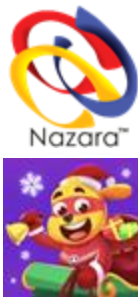
Note: Based on Sensor Tower Top Apps for Kids under 5 in the United States (iPhone)

Kiddopia: Unlocking growth through IP integrations and content launches

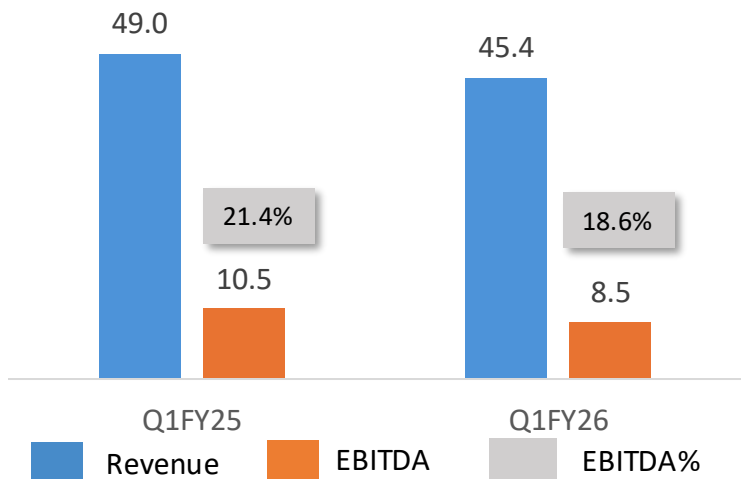


- In Q1 FY26, Kiddopia strengthened its IP-led content strategy with several high-impact launches. A dedicated **Barbie game island** (Mattel) went live in April, followed by a **Baby John Playroom mini-game** in May (Moonbug's *Little Angel*), and **PJ Masks-themed learning activities** (Hasbro) in June
- Kiddopia also announced partnerships with **Animaj(Pocoyo)** and **VOOKS** to expand its early literacy offerings.
- In parallel, Kiddopia continued to invest in original content, launching **Happy Wheels** with a festive update and unveiling **Captain Kidd island**, featuring games centered on its original pirate characters.

Kiddopia: Improving Unit Economics along with IP launches



Figures in INR Cr



Quarterly KPIs

Key Metrics ¹	Q1FY25	Q2FY25	Q3FY25	Q4FY25	Q1FY26
CPT (\$)	\$38.6	\$40.9	\$43.6	\$35.0	\$34.1
Marketing Spend (Mn)	\$2.4	\$2.3	\$2.3	\$2.1	\$2.2
Avg. Activation Rate	67%	67%	66%	64%	50%
Avg. ARPU	\$6.92	\$6.95	\$6.97	\$7.13	\$7.17
Avg. Churn	6.6%	6.5%	5.7%	6.9%	5.2%
Subscribers	246,943	237,185	232,295	228,376	227,170

- The price increase implemented in January 2025 for its monthly plans, raising the price to USD 12.99 from USD 9.99, contributed to the ARPU uplift to \$7.17
- Subscriber based stabilised due to more disciplined UA and IP introduction
- Kiddopia's EBITDA margin saw a slight dip in Q1FY26 as we began incurring IP royalty costs for multiple new licensing partnerships—strategic investments that are expected to drive strong organic growth in the future.

Notes:

1. Metrics for iOS
2. CPT= Cost per Trial
3. Nazara has filed the Scheme of Arrangement with the stock exchanges for the amalgamation of Paper Boat Apps Pvt Ltd with Nazara, and the appointed date of the scheme would be 1st April 2025

Animal Jam: Among Top Ranked Apps for Kids in Apple App Store (9-11 years)



Gamified Early Learning

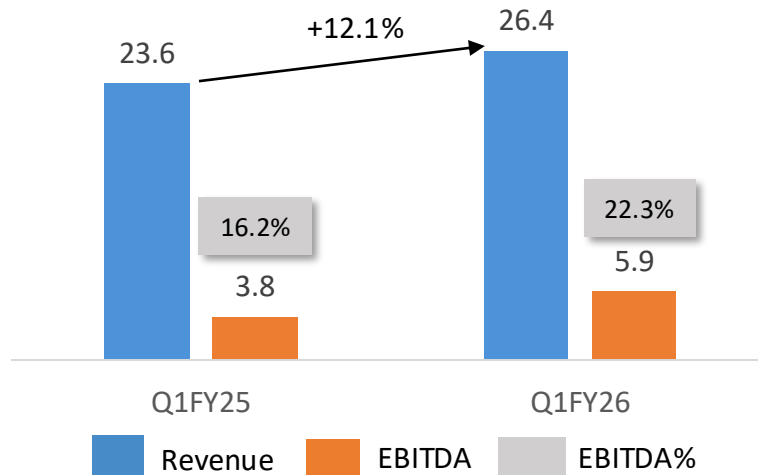
Geographies: USA 90% RoW 10%
Audience: 8-12 years old (Majority girls)
Revenue Model: IAP, Subscription

Animal Jam: 55% EBITDA growth, margin of 22.3% in Q1FY26



Q1 FY26: Healthy Growth and Profitability

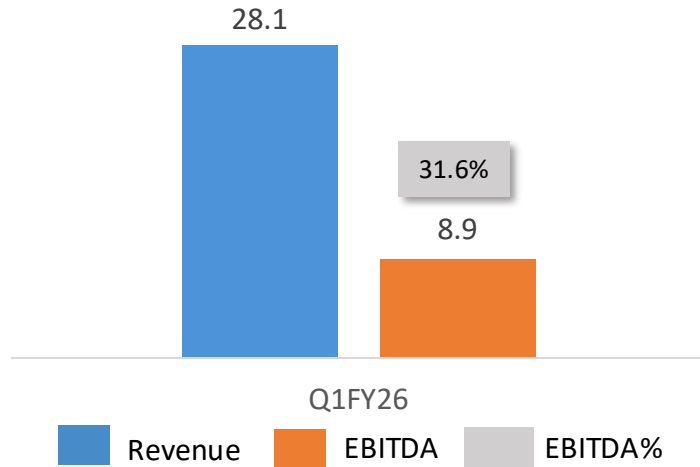
Figures in Rs. Cr



- In Q1FY26, Animal Jam saw momentum in in-app purchases (IAPs). This growth was driven by high player engagement with premium content, community events such as the Wild Week for the Animal Jam Classic game, and social media contests such as Jam-A-Gram on Instagram, among others
- New product launches in Q1 included the Heterochromia potion bundle, a new mythical creature called Jackalope, the Wild Race Track Den bundle, etc. for subscribers.
- As part of its partnership with Slinky, Animal Jam is now ready with the prototype of a new casual mobile game inspired by nostalgic play, designed for broad appeal across age groups. The game will feature social progression, light strategy, and easy-to-pick-up gameplay, with a strong focus on engagement and accessibility. The game is scheduled for soft launch in FY26

Smaaash: Reviving and reinventing business under the new ownership

Figures in Rs. Cr



Note: Revenue and EBITDA figures above are for the Apr '25 – Jun '25 period. Smaaash consolidated into Nazara from June 6, 2025, and for this period, revenue and EBITDA for Smaaash are INR 8.06 Cr and INR 3.33 Cr respectively

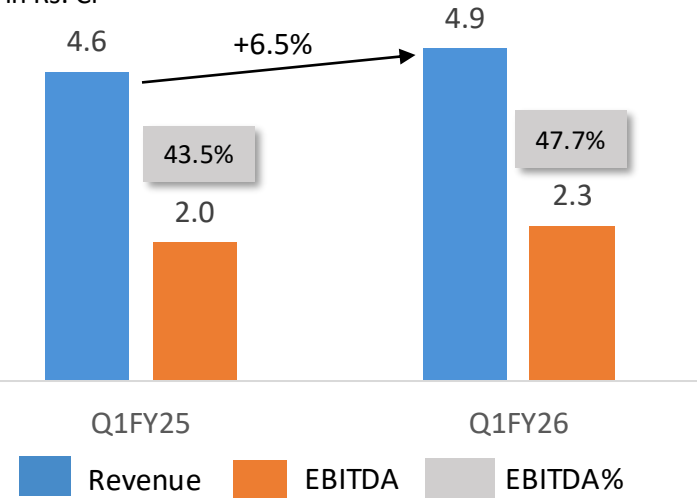


- Nazara completed the acquisition of Smaaash through the NCLT process in early FY26, marking its strategic foray into offline gaming and entertainment. We are actively working with the management team to drive a comprehensive business revamp, with initiatives focused on revenue diversification, user experience upgrades, and center refurbishments
- New IP Development:
 - Rolled out Smaaash Chess Masters, a proprietary tournament IP, boosting upsell and sponsorships in Delhi and Noida. Plans are underway to scale it nationwide in FY26
 - Introduced BGMI tournaments as part of a broader e-sports activation roadmap
- Bringing Smaaash Back – Bigger & Better:** We are working on a comprehensive revival plan focused on upgrading experiences, expanding IPs, and reigniting Smaaash's brand energy to surpass its past glory, with the relaunch expected in FY27.

Funky Monkeys: Started off FY26 on a strong center expansion note

Robust Growth Coupled with High EBITDA Margins

Figures in Rs. Cr

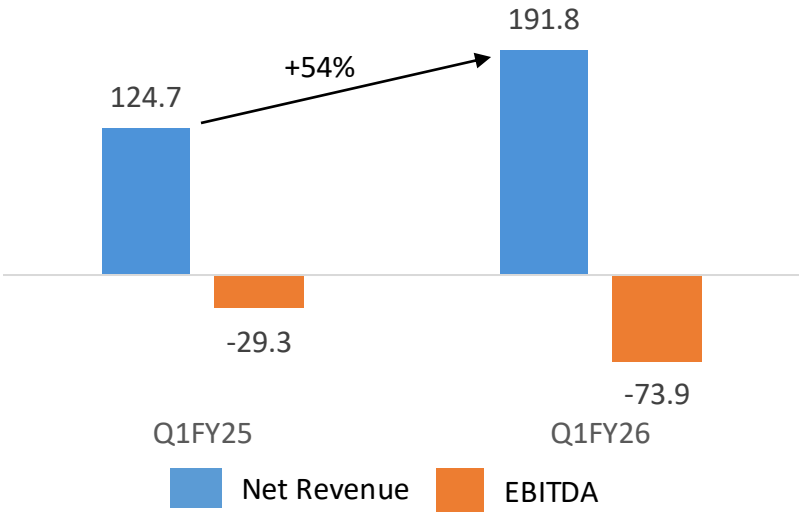


- Funky Monkeys continues to cement its position in the kids outdoor play market in India by closing Q1FY26 with 12 operational centers across the country.
- Opened a new center in Surat in the middle of Q1FY26. The new center has witnessed impressive initial traction and is expected to scale up post the initial ramp up period
- The company is now focused on aggressively expanding new centers in India in identified locations and is expected to open 8-9 new centers by March-26. Nazara will fuel this new layer of growth with revamped existing centers, aggressive marketing strategy, innovation and CRM experiences.

PokerBaazi: Rapid growth across key financial and operating metrics

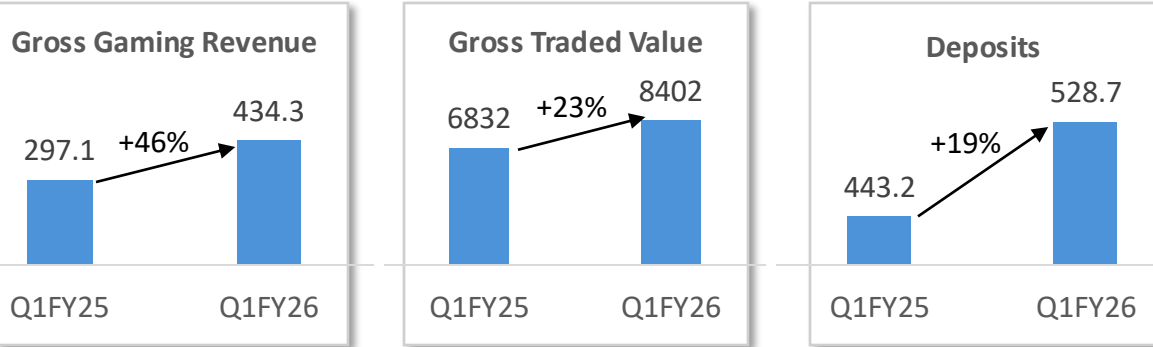


Key Financials^{1,2} (INR Crores)



- Moonshine Technology's net revenue for Q1 FY26 grew 54% YoY to INR 191.8 Cr, marking the best-ever quarter for the company.
- PokerBaazi Gross Gaming Revenue (GGR) grew 46% YoY in Q1 FY26 to INR 434 Cr, driven by strong user engagement and product enhancements.
- Q1 saw an EBITDA loss due to front-loaded marketing costs on account of IPL.
- The IPL campaign delivered a sustained lift in user liquidity, resulting in all-time high DAUs and MAUs.
- The PokerBaazi Upgrade 2025, launched in May, introduced multiple new features - AI coaching, a modular tournament engine, Poker TV and UI enhancements - significantly boosting user engagement.

Operating Metrics¹ (INR Crores)



Notes:

1. Net Revenue and EBITDA are for Moonshine Technologies, which operates Pokerbaazi, and operating metrics are for PokerBaazi. Moonshine is reported as an associate in the books.

2. All numbers are based on unaudited financials

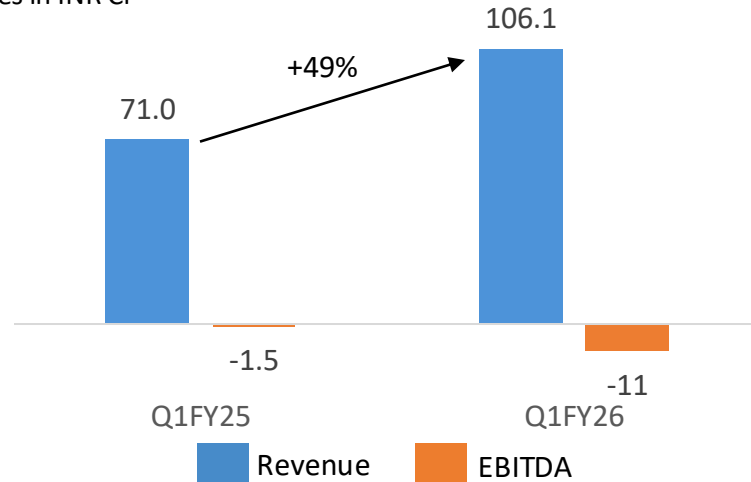
A close-up photograph of a person's hands holding a smartphone. The screen displays a colorful, cartoonish game interface with various characters and elements. The word "Others" is written in a large, white, sans-serif font across the center of the image. Two thin white horizontal lines are positioned above and below the text. The background is blurred, showing a wooden surface and a person's arm in a blue shirt.

Others

NODWIN Gaming: Continued growth in eSports events leading to revenue growth (1/2)



Figures in INR Cr



- Revenue grew 49% YoY to INR 106.1 crores in Q1FY26, driven by growth in media rights



PUBG MOBILE Super League Central & South Asia Spring 2025:

- 200,000 total prize pool
- 16M+ cumulative views across Facebook & YouTube, with 201K peak viewers
- Representation from the best teams across Central & South Asia, hosted at the historic Dostyk Arena, Almaty

- NODWIN Gaming has partnered with the Esports World Cup Foundation (EWCF) to manage media rights sales and distribution across South Asia, including India, Bangladesh, Nepal, and surrounding countries.
- Under the agreement, NODWIN will be responsible for overseeing the media rights strategy for the Esports World Cup (EWC) in the region. The company will also serve as the EWC's marketing partner for India, developing localised campaigns to promote the event.





Split 2 of the OMEN VALORANT Challengers South Asia 2025:

- ₹29,00,000 prize pool distributed
- 40+ creator-led watch parties
- 8.5 + Million views across platforms



The PUBG Mobile Global Open (PMGO) 2025 in Tashkent, Uzbekistan:

- \$500,000 in prize money across Finals, Prelims, and the Main Event
- Broadcast in 15+ languages, with full graphic localization in 3 key languages
- 32+ live video feeds, deploying 96 cameras that generated over 150 video signals

De-Subsidiarisation of Nodwin Gaming



Rationale

- Nodwin Gaming to raise fresh capital from certain existing shareholders to fund its next phase of growth in esports and youth media.
- Nazara has chosen not to participate in this capital raise, aligning with its sharper focus on core gaming IPs and publishing.
- Move enables Nodwin to independently access growth capital and operate with greater strategic and financial flexibility.

Actions Approved by Nazara Board

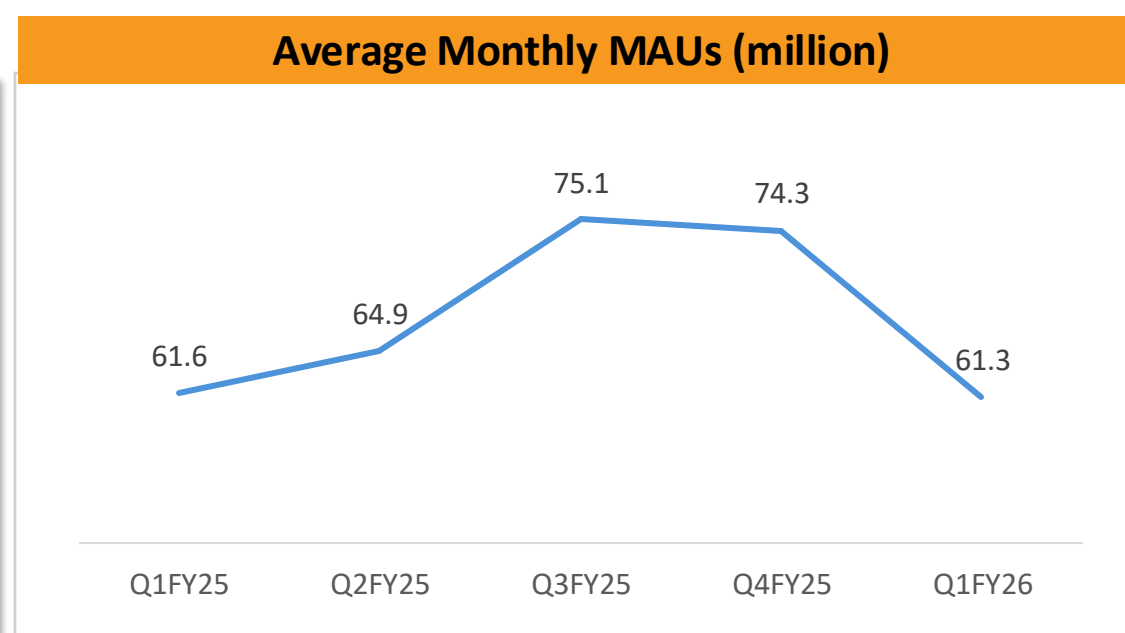
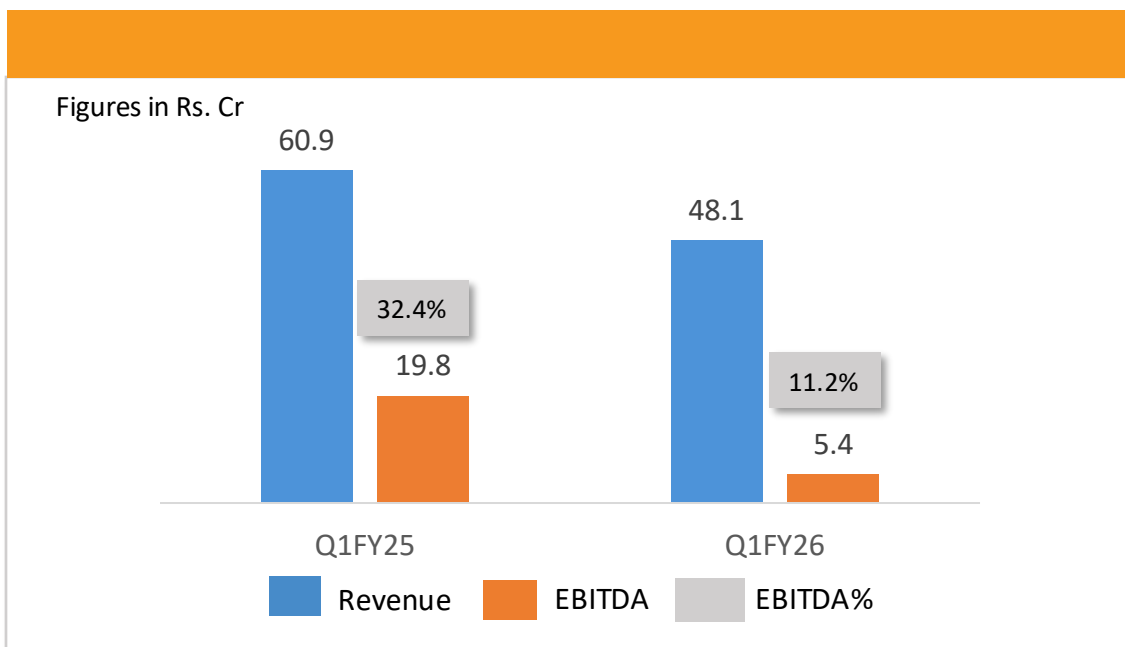
- De-subsidiarisation of Nodwin Gaming, through:
 - Dilution of Nazara's stake below 50% (no sale of shares).
 - Waiver of controlling and certain restrictive rights held by Nazara
- Reclassification of Nodwin as an associate, while Nazara remains the largest shareholder.
- EGM to be convened on August 13, 2025, to seek shareholder approval for the above

Strategic Benefits

- Capital Efficiency: Frees up Nazara's capital for core gaming businesses.
- Stronger Focus: Reinforces Nazara's strategic pivot toward owned IPs, publishing, and scalable gaming assets.
- Sets path for larger fund raise by Nodwin via external investors in the future.

Post Shareholder's approval, Nazara will continue to remain a significant shareholder and long-term partner to NODWIN and will report the same as an associate

Sportskeeda: Impacted by Google updates, recovery expected in coming quarters



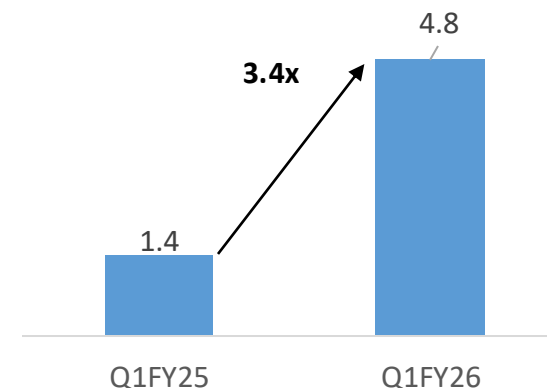
- **Market Challenge:** As intimated earlier, Sportskeeda is currently experiencing a dip in organic traffic in the US following Google's March Core Update
- **Strategic Action Plan:** Management has swiftly implemented a comprehensive plan to mitigate the impact and ensure a strong recovery.
 - **Cost Rationalization:** A company-wide cost optimization program has been implemented, including renegotiating variable content costs and rightsizing team to align with current business needs. This has resulted in an 18% cost reduction in Q1FY26, with a target of 45% in Q2 FY26 (compared with Q4 FY25)
 - **Recovery Timeline:** Based on our experience with a similar Google algorithm impact on our PFN property (which recovered in 2 quarters), we expect a return to traffic stability for Sportskeeda in the coming quarters

Sportskeeda: Other properties continue to show strong growth

- Other properties, including Soap Central, ITR/TJR, Deltia's Gaming, and PFN, have remained stable and are showing strong growth
 - Websites acquired last year (Soap Central, Deltia's Gaming) grew by 242% YoY
 - New acquisitions (PrimeTimer, ITR, TJR) have already added INR 1.1 Cr in revenue this quarter, demonstrating an immediate and positive impact on our financial performance
- **Operational Excellence:** The cost optimization plan is delivering significant results, allowing us to operate a leaner, more efficient business. PFN, in particular, has broken even for the first time in Q1 (NFL Off-Season) by expanding its content from NFL to other US sports and shifting to a contractual model for content
- **Outlook:** The combination of a resilient portfolio, a successful cost-cutting initiative, and continued strategic M&A positions us to rebound strongly

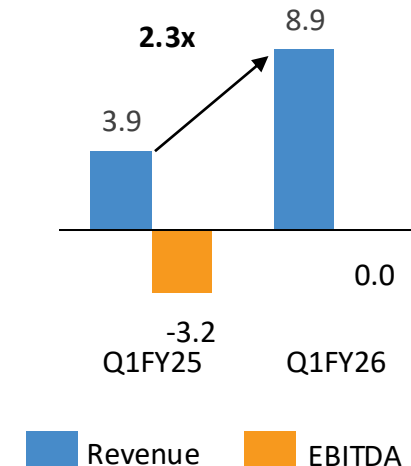
Strong growth across all properties

Sports Central and Deltia's Gaming
Revenues (INR Crs)



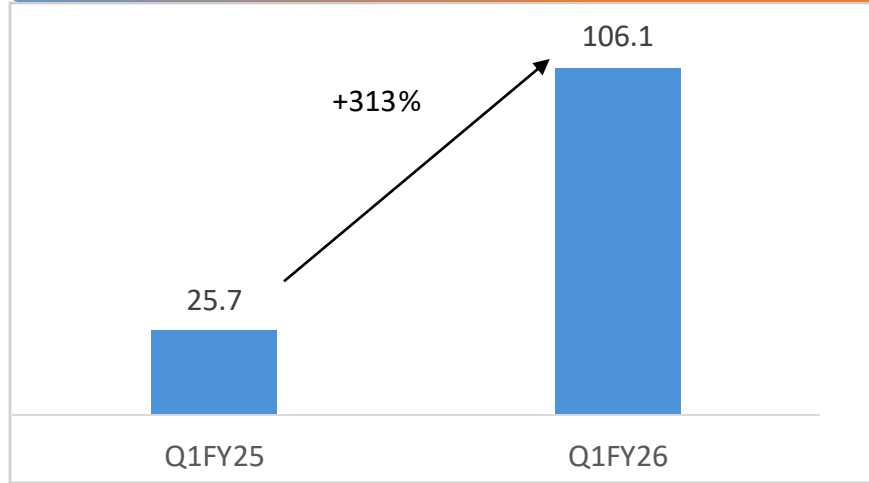
PFN broken even
for the first time in
Q1 (NFL Off Season)

Figures in INR Cr

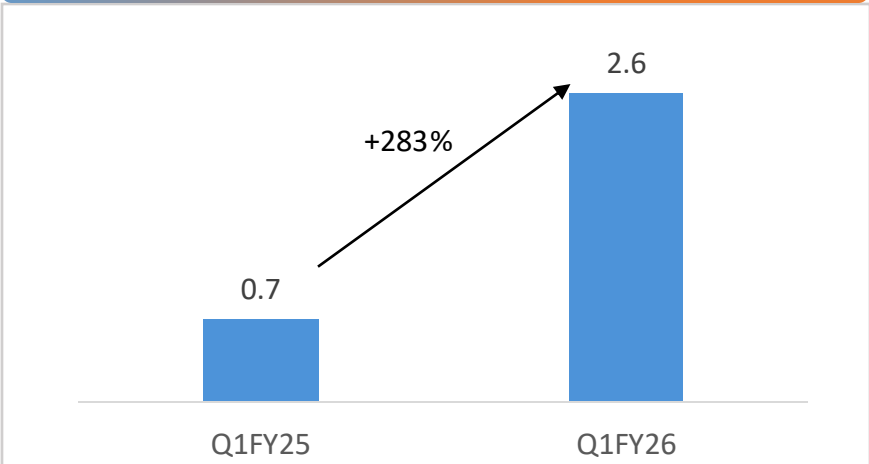


Datawrkz: Focus on new geographies, high-margin businesses and synergies

DW (incl. S&T): Revenue (INR Crores)



DW (incl. S&T): EBITDA (INR Crores)



- On a consolidated basis, Datawrkz (including Space and Time) reported a 313% YoY revenue growth and 283% YoY EBITDA growth.
- The impact of the combined operations of the two entities are expected to unlock new synergies across client relationships, helps expand cross-market offerings, and enables access to newer industry segments
- The contribution of the gross profit of Datawrkz's product businesses to the overall profitability has risen by 40% YoY indicating continued focus toward higher margin business lines within its independent adtech operations
- The focus is on leveraging the geographic footprint provided by the Space & Time acquisition to grow Datawrkz's solutions within the UK market.

Note: Space and Time consolidated from October 2024

Revenue for Space and Time is reported as a blend of gross and net revenues depending on client agreements. For transactions where the business acts as the principal—bearing responsibility for delivering the service—revenue is recognized at gross. For transactions where the business acts as an intermediary or agent, revenue is reported on a net basis, reflecting only the portion retained as a commission or service fee.

Nazara invests \$1 million in Stan, a fast growing gaming community platform

- Incorporated in 2022 and founded by Parth Chadha, Nauman Mulla and Rahul Singh, Stan is a leading gaming community platform, creating a vibrant ecosystem for gamers and creators.
- Currently, STAN claims to serve a user base of over 12 million, primarily from Tier II and Tier III cities in India, a market it sees as central to the next phase of digital gaming growth.
- STAN has recently raised \$8.5 million (INR 74.46 Cr) in its Series A funding round. The investment was led by a consortium including Bandai Namco Entertainment Inc, Square Enix, and Reazon Holdings, alongside Google's AI Futures Fund and Aptos Labs. Existing investors such as General Catalyst, GFR Fund, T-Accelerate Capital, and Pix Capital also participated in the round.
- Nazara also invested \$1.0 million in the current round, and currently holds around 15% in the company.
- With this new round of funding, STAN aims to scale its presence across India and other mobile-first markets, enhance AI-powered personalization, build creator-focused tools, and integrate new solutions for gaming publishers and ecosystem partners. The company plans to double down on innovation in community-led gaming infrastructure, unlocking new monetization opportunities for developers and creators alike.



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