**Macros Gaming signed a deal with Loco**

Macros Gaming, an Indian team in the Esports sector recently announced signing a deal with Loco, an Indian live streaming platform, coming under Pocket Aces. They announced the deal on their Instagram handle, disclosing it to their global audience. According to the signed deal, the Macros Gaming’s top athletes are to come up with exclusive content and stream them on Loco.

Baseline Ventures, an Indian organization for talent management, were behind facilitating this content-based partnership. Baseline Ventures also work for Macros Gaming as their marketing agency.

Macros Gaming is a recent team developed in 2019 in December, and it follows the mobile gaming’s growth. The organization picked the PUBG MOBILE scene’s top prospects of 2019, the team Zero Degree Esports. Later, in April 2020, the organization also announced the entry into the Mobile platform of Call of Duty games. PUBG squad of Macros Gaming is immensely popular among the region, and it was also a part of the recent South Asian PUBG MOBILE Pro League.

Owner of Macros Gaming, Sudhir Kulria stated that they are immensely excited with the association with Loco that is among the top streaming platform and is also a homegrown one. He also added that Macros Gaming is among the top Indian Esports team and constitutes most of the young members, and this partnership deal with Loco is to enable the players to engage more with Macros Gaming and will also ensure a facility for the fans to exhibit their talents.

Loco also added another Esports organization apart from Macros Gaming to its portfolio of all the partnerships and deals. The list also includes the top ones like Fnatic, NBA 2K League, which is the recent one, and it also signed a partnership deal with Xyaa, a top Esports athlete.

The Co-founder and the Joint MD of Baseline Ventures, Vipin Nair stated that the recent partnership between Loco and Macross Gaming will offer many things apart from just the media streaming platform for the Macross Gaming’s team and fans for excessive engagement. It will also ensure connecting the brand messages of the sponsors authentically to the influenced and engaged audience and fan base.

The deal allowed the freedom to generate content and stream them on the bigger video streaming platforms like YouTube. It also ensures leveraging the audiences for a unique stream occasionally on Loco.