**Gaming platform Gamezop raised 4.3 million USD from Bitkraft, a US investor.**

Gamezop, an Indian startup of the gaming industry is a multi-games platform with 34 million+ active monthly users. They recently raised 4.3 million USD from Bitkraft Ventures (a US-based firm), FJ Labs, and Velo Partners in Series A of the fundings.

Since 2016, this is a major investment received by Gamezop. Previously, they received a giant investment of 2.3 crore INR from a talent management firm, Kwan.

Gamezop was founded in 2015 by Yashash Agarwal and Gaurav Agarwal and now is owned by Advergame Technologies Pvt. Ltd. which is a Gurugram based firm. Gamezop is popular for HTML-5 based games in mobile accessibility to be played directly from the browsers. It also partnered with several payments, E-commerce, video streaming, and social media platforms like Myntra, ShareChat, MX Player, Grofers, and PhonePe.

Gamezop tied up with Snapdeal in April 2020, offering an array of engaging games like Tower twist, Rafting Adventure, Savage Revenge, and Battle Fish accessible over the E-commerce platform. Apart from this, Gamezop powers several other platforms offering a gaming section for them to ensure higher user engagement and fan base.

Gaurav Agarwal stated that adding a new gaming platform is tedious and expensive, and the tie-ups account for about 75% of the business of Gamezop. He also added that these platforms are available only on the browsers and accessible through the partner platforms only, and no other app in play store or app store manages the same. Its popularity made its duplicated names to be used in several game releases in the play store for seeking a higher fan base.

The Founding General partner of Bitkraft, Malte Barth stated that for a long time they were finding ways to enter the Indian gaming industry, and Gamezop paved the way for them. Gamezop has all the exciting factors and is ready to use, efficient in capitalism and revenue generation, and the best advantage for user acquisition. He also added that it might even acquire as vast as 34 million users with a competitive space offered, and is highly profitable with the capability of the team being a major internet company and seeking minimal external costs.

Bitkraft, on the other hand, was founded in 2017 and is among the earliest investor firm that discovers supports and helps the Esports start-ups to rise and shine!

Post the Covid-19 pandemic and a shift to remote learning and work from home opportunities, there is a huge surge in India among the online gaming platforms, and this paved the way for several global investors.