**Nazara completes stake in Edutainment**

Nazara, a leading gaming company completed majority stakes issuing shares to Kiddopia. A ‘Made in India’ Paper Boat App developers of Kidoppia that provides education and entertainment services to children aged between 2 to 7 received 51% of Nazara’s shares worth RS. 43 Crores. Kiddopia is a unicorn launched in 2017 by Anupam and Anshu Dhanuka, an Indian couple. This unicorn has already been famous among top kids' applications of the US and has been downloaded more than 5 million times. Nazara, on the other hand, has 20 million active playing kids and 180 million downloads from Google Play and App store.

This new startup has witnessed a 300% growth in revenues and has an annual revenue rate of Rs. 175 crores. With Nazara’s stakes, Anupam Dharuka, the co-founder and the CEO stated that Nazara’s investment has helped to focus on production and marketing and to enhance the quality, and thus lead to 3X growth in the number of the subscribers. They also expect to grow 2X times the top-line revenue rate by March 2021. Nazara’s deals have already valued Paper Boar apps. The transaction is only about a part of Rs. 83 crore deal to acquire a majority in Paper boat Apps and getting an excess of Rs. 150 crores to Nazara.

Nitish Mittersain, Nazara’ Founder and MD stated that Edtech with a Gamified solution is the best way to enhance learning attention of kids and provide high-quality digital content. Kiddopia is the best example of gaming and learning and Nazara is excited to add Kiddopia to cater to about 100 million monthly Nazara’s active users.

Nazara’s wide network has various unicorns and franchises like the World Cricket Championship in Cricket gaming, Halaplay in Fantasy sports (that took majority stakes recently), Nodwin gaming in Esports, and now, the entry of Kids’ Kiddopia.

This gaming and Edtech duo is expected to bring next-level experience in gaming and learning with the collaboration.