

VIDEO GAMING AND E-SPORTS

The global video game industry is valued at \$230B to \$240B, with India's share only about \$3B, which accounts for just 1.3%. Furthermore, more than 75% of India's share consists of real money games, which are not considered traditional video games. Conversely, in the USA, China, South Korea, and Germany, the game industry is booming, projected to reach \$327B by 2026 according to a PwC analyst.

CURRENT PROBLEM WITH VIDEO GAME IN INDIA



Entry Barrier

Require to pay high prices for games, and GAMING PC currently. Although gaming prices will be affordable in India in 2-3 years



Parentel Barrier

A large part of society still thinks that academic education is the only or most convenient way to secure a good career for their child.



Myth among Indian Mindset

E-sports are not as good as the other sports. It doesn't require any real-time strategy and tactics.



Limited good game

India has minimal quality video games compared to other countries, which may require significant funding and time to develop AA or AAA type games.



No Proper Online Video Game Infrastructure

Platform lacks features for Indian gamers such as purchasing games, making friends, and reselling games, as well as inadequate support for building gamer communities and launching games tailored for the Indian market by developers/designers

WHY IT WILL BECOME BIGGER THAN ALL OTHER ENTERTAINMENT INDUSTRIES IN INDIA

Generational Mindsets Are Changing: Parents Encourage Their Offspring to Engage in Extracurricular Activities Beyond Solely Studying.

Easily accessible on mobile phones and laptops, as they are cheaply available in India. Gaming PCs may also become more affordable in the future, possibly within 3-5 years, as demand for gaming PCs is increasing, leading to the sale of more customized and affordable gaming PCs in stores. For example, a YouTube channel dedicated to these stores is The New Age Wanderer.

Very Good and cheap 5G Internet Connection, World's Best payment System, and Rising Household income.

Government Support for eSports and Video Gaming Nullifies the Myth That eSports Players Have No Future.

The increasing number of eSports players, visibility on social media, and high earnings in crores attract teenagers, leading to a surge in the craze for eSports and video games. For example, sc0ut, Techno Gamerz, Total Gaming

SOME NUMBERS

Increasing Gaming Influencers

YouTube 15 crore+ subscribers

Youth are turning away from platforms like Instagram and Facebook to connect with friends, opting instead for online video games to cultivate enduring relationships.

421 M vedio gamer currently in INDIA including RMG and Non- RMG

24% CAGR for vedio games market in FY23 - FY 28

**600,000 e-sports player.
60% excepted CAGR in (FY23 - FY28)
1 female in every 5 male
74% CAGR of e-sports market in INDIA in FY (21-23)**