

April 19, 2022

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: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated April 19, 2022 titled “NODWIN Gaming announces investment in Gaming Accessories brand Wings”

Kindly take the above information on record.

Thanking You,

Yours Faithfully
For Nazara Technologies Limited



Praveen Palod
Company Secretary and Compliance Officer
M. No. A57964
Encl: a/a





NODWIN Gaming announces investment in Gaming Accessories brand Wings

The acquisition will focus on creating and retailing gaming and esports accessories, thereby solidifying NODWIN's presence in D2C

Delhi: April 19, 2022 - NODWIN Gaming, a material subsidiary of Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA), one of the world's leading esports companies has announced a strategic investment in Wings, a gaming accessories brand that designs and deals in high-quality and affordable gaming audio gear. Through this association, NODWIN aims to scale up and strengthen its retail presence and accelerate its direct-to-consumer approach for the gaming and esports audiences in India.

As part of this investment, the plan will be to roll out custom series of gaming headphones themed around popular Indian gaming and esports talents and influencers under NODWIN Gaming's umbrella and popular esports organizations in the country.

"Strategic investments like these enable us to achieve our vision of creating successful multi-dimensional gaming and esports strategy. We believe that Wings and NODWIN Gaming share multiple synergies; be it our influencers, our tournament IPs sponsorship, or our gamer community businesses. This investment will hopefully fill in the gap created by the huge demand for customised earbuds and headphones among the gaming and esports community. It will further solidify brand NODWIN in our target audience post our recent acquisitions. We are delighted to bring Wings into the NODWIN Gaming ecosystem and look forward to together amping up the esports sector in India and across the world," said Akshat Rathee, Co-founder and Managing Director, NODWIN Gaming.

Wings was founded in 2018 by Nishit Sharma and Vijay Venkateswaran joined him as a co-founder in 2021 and has since become a leading brand in earbuds with a focus on the mobile gaming segment. All its gaming accessories are priced below Rs. 2,000 and include top-quality gaming earbuds and gaming neckbands with product expansion



planned into headphones, keyboards, soundbars, speakers, and mice. As part of its 360-marketing approach to cover all avenues of the gaming ecosystem, Wings collaborates with gaming content creators, esports athletes and tournament organizers. The digitally-focused brand retails through Amazon, Flipkart, Myntra, as well as its own website www.wingslifestyle.in.

“We feel very excited and honored to partner with NODWIN Gaming in our mission towards creating quality gaming products for India's youth. We built the company completely bootstrapped for the last 3 years and have successfully brought it to where it is today. We now feel it is the right time to get external funding and grow Wings to become a global gaming brand. NODWIN Gaming and Wings share a common vision of supporting and growing the gaming community and we couldn't have asked for a better partner in this journey,” said Nishit Sharma and Vijay Venkateswaran, Co-founders Wings.

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About NODWIN Gaming:

NODWIN Gaming is one of the world's leading esports companies, which is building a sustainable framework of professional gamers, content creators, organizations, and audiences. NODWIN Gaming works on esports entertainment as the core value offering to Fans, Publishers, and brands across its various IPs. NODWIN operates businesses across Media, Influencers, Tournament IPs, Brand Solutions, and Merchandising. NODWIN Gaming is part of Nazara Technologies (BSE:NAZARA), the leading India-based diversified gaming and sports media platform.

About Wings:

Wings is a Gaming Accessories brand selling mobile gaming earbuds , gaming neckbands as well as PC gaming headphones ,keyboards and mouse.

The brand caters to needs of the modern Gen-Z and millennial gamer by offering premium gaming products with stylish designs at affordable price points