

November 16, 2022

To,
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: Intimation of Press Release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a Press Release titled as mentioned below:

“Ajay Pratap Singh gets promoted as the CEO of Sportskeeda”

This is for your information and records.

Thanking you,

Yours faithfully

For **Nazara Technologies Limited**

Pravesh Palod
Company Secretary and Compliance Officer
Membership No. A57964

Encl. a/a

Ajay Pratap Singh gets promoted as the CEO of Sportskeeda

*The **Global** sports and esports media platform owned by Nazara Technologies appoints their new CEO*

India, 16th November 2022: Sportskeeda, a global sports and gaming media platform, has announced the appointment of their new CEO, Ajay Pratap Singh. He joined Sportskeeda as Head of Marketing in 2019 and was promoted to COO in 2020. Under his leadership and direction as COO, Sportskeeda has seen strong growth in its KPIs. Users have grown 2.5 times whereas revenue has risen 5 times since his joining. The new role as a CEO will include growing the company and managing the direction of its expansion.

The brand ventured into covering newer sports, and formats and according to the Comscore numbers, it went on to become the number 1 sports media publisher in India in Jan 2022, and the 10th-highest in the US in March 2022. Serving over 70 million active users every month, it is one of the largest multi-sports destinations. Sportskeeda recently strengthened its leadership team with the addition of Anirudh Kumar, who joined them as the Chief Strategy Officer. Anirudh has more than 12 years of experience, including with Matrix Partners, the Directi Group, and Snapdeal. With the appointment of Mr. Ajay Pratap Singh, Sportskeeda has geared up to achieve its ambitious growth targets, while creating highly engaging and fun experiences for sports fans worldwide

As Ajay assumes the responsibility of the CEO, the founder of Sportskeeda, Mr. Porush Jain, will continue to be a shareholder and guide the team and mentor Ajay in the transition phase.

Welcoming the new CEO, Mr. Nitish Mittersain said, “Sportskeeda continues to grow very rapidly across its core markets of the US and India, having doubled its revenue every year for the last three years. I am sure it will continue to make even greater strides under Ajay’s able leadership. The market for sports content is deep and offers huge growth opportunities in the coming years.”

Talking about his appointment, Mr. Ajay Pratap Singh said, “It was a great learning experience working alongside Porush. Being the brand's founder, he was instrumental in taking Sportskeeda to where it is today. With his continued guidance as a mentor to me and the team, we hope to take Sportskeeda to even greater heights.”

About Sportskeeda: Established in 2009, Sportskeeda (Absolute Sports Pvt. Ltd.) is a global sports content platform that covers the world’s biggest sports and esports subjects and serves over 100 million fans every month. The Sportskeeda team comprises top content creators from around the world who produce hundreds of well-researched content pieces on a daily basis.

In 2019, Nazara (NSE: NAZARA), a publicly listed diversified gaming and sports media platform picked up a majority stake in Sportskeeda.

About Nazara Technologies: Nazara is a leading India-based, diversified gaming & sports media platform with presence in India and across emerging & developed global markets such as Africa and North America, and has offerings across the interactive gaming, eSports, ad-tech and gamified early learning ecosystems including World Cricket Championship (WCC) in mobile games, Kiddopia and Wildworks in gamified early learning, Nodwin, PublishMe and Sportskeeda in eSports and eSports media, OpenPlay, Halaplay and Qunami in skill-based, fantasy and trivia games, and Datawrkz in digital ad-tech.