

# Nazara Technologies Limited

(Formerly known as Nazara Technologies Private Limited)



Date: September 17, 2021

To,

**Head, Listing Compliance Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai - 400 001.

**Scrip Code: 543280**

**Head 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**

**Sub: Intimation of Press Release**

Dear Sir/ Madam,

Please find attached a Press Release by the Nodwin Gaming Private Limited, a material subsidiary of the Nazara Technologies Limited titled "**NODWIN Gaming acquires gaming adjacent IPs and gaming talent business from OML Entertainment for INR 73 Crores**"

This is for your information and records.

Thanking you.

Yours Faithfully

For Nazara Technologies Limited

A handwritten signature in blue ink that reads "K Joshi".

**Kiran Joshi  
Interim Compliance Officer**



Encl: a/a

India | Middle East | Africa | Europe

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## **NODWIN Gaming acquires gaming adjacent IPs and gaming talent business from OML Entertainment for INR 73 Crores**

*NODWIN Gaming doubles down on massifying esports by broadbasing the target fan audiences for gaming and esports entertainment.*

**New Delhi, 17<sup>th</sup> September 2021:** NODWIN Gaming, South Asia's leading esports company, and an independent subsidiary of Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA), has acquired the Gaming and adjacent IP business of OML Entertainment. NODWIN Gaming has agreed to a consideration of INR 73 crores as part of an agreement concluded between NODWIN Gaming and OML Entertainment. The transaction will provide partial liquidity to OML Entertainment shareholders, including CA Media. Ajay Nair, MD of OML Entertainment, will join the NODWIN Gaming board as part of this transaction and will work with Akshat Rathee, MD of NODWIN Gaming and the NODWIN Gaming management team to ensure smooth integration of the OML IPs with NODWIN Gaming and help with growing NODWIN Gaming's business.

This acquisition taps into a growing synergy between the two companies. While NODWIN Gaming is known for its esports and gaming expertise. OML Entertainment is known for managing some of India's biggest gaming & entertainment creators such as Tanmay Bhat, Samay Raina, Suhani Shah, etc. and for owning and executing storied IPs such as the BACARDÍ NH7 Weekender (described by The Guardian as "India's answer to Glastonbury"), well-attended comedy touring properties such as LOLstars and Headliners and India's biggest hip-hop league – Breezer Vivid Shuffle. OML Entertainment also works with some of the biggest brands in India to produce well known properties such as the Levi's Music Week and the hugely successful YouTube FanFest.

Today's youth demand an increasingly diverse and engaging experience as the lines between gaming, esports, comedy and music become blurred, and gaming becomes more mainstream. This transaction allows NODWIN Gaming to massify gaming and esports by tapping into emerging synergies in gaming entertainment that a 14–30-year-old is looking for. It enables the firm to build IPs that are relevant to fans and are more brand centric. The OML Entertainment team transferring to NODWIN Gaming as part of the transaction not only has proven capabilities in building world-class live experiences, but also will significantly enhance the multiple esports IPs that NODWIN Gaming organizes through the year including Dreamhack and India Premiership.

**Akshat Rathee, Managing Director, NODWIN Gaming** says "NODWIN Gaming strongly believes that continuous growth in the IP portfolio is central to building a vibrant ecosystem of fans, talent, broadcasters and brands. This has been the essence of NODWIN Gaming since the early days of creating The India premiership or Dew Arena. The addition of some of the largest IPs in India like NH7 weekender is going to accelerate the massification of esports and gaming entertainment across the spectrum of fans and brands. The multi-faceted talent that



joins us cuts across gaming and pop culture and lays the perfect foundation for NODWIN Gaming to create more IPs. The proven capability of the brilliant team that joins us from OML Entertainment will further ensure that we can execute and monetise our IPs.”

**Ajay Nair, Managing Director, OML Entertainment**, added, “We believe in the convergence of different pop culture genres and have seen that this has already happened across several platforms and IPs. It makes a lot of sense to consolidate the strengths that OML Entertainment and NODWIN Gaming have in the live IPs and gaming spaces. Over the past years, our experience working with NODWIN Gaming has been very fruitful and we are confident that our live IPs and the teams that execute them have found a good home at NODWIN Gaming. OML Entertainment will continue to focus on building its OTT content production, talent management and branded content businesses. I look forward to working with Akshat and the NODWIN Gaming team to deliver on the true potential of this partnership.”

The total revenue of the acquired business of OML Entertainment during FY20 (pre-COVID) was INR 91 crore with EBITDA of ~10%. OML Entertainment will continue to consolidate its non-gaming creator-driven content and talent management businesses as it scales its OTT offerings and branded content marketing suite of services that currently works with over 700 creators across the world. This business had clocked revenues of INR 170 Cr in FY 2020 and has grown tremendously ever since.

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#### **About NODWIN Gaming**

NODWIN Gaming is South Asia’s leading esports company, which is building a sustainable framework of professional gamers, content creators, organizations and audiences. NODWIN Gaming is part of Nazara Technologies, the leading India-based diversified gaming and sports media platform with presence in India and across emerging and developed global markets such as Africa and North America, and offerings across the interactive gaming, eSports and gamified early learning ecosystems.

#### **About OML Entertainment**

OML Entertainment is a global new media and entertainment company that partners with creators to build content IPs, branded entertainment, and live experiences for brands and platforms in 20+ countries. OML Entertainment's lines of business include a talent management agency, an award-winning content studio that packages and produces shows for OTT platforms, live events production and a global brand solutions business with teams in India, Russia, Poland and Thailand.

#### **About Nazara Technologies**

Nazara is an India based diversified gaming and sports media platform with a presence in India and across emerging and developed global markets such as Africa and North America, with offerings across the interactive gaming, Esports and gamified early learning ecosystems. The company owns some of the most recognizable IP’s, including WCC and CarromClash in mobile games, Kiddopia in gamified early learning, NODWIN and Sportskeeda in Esports and Esports media, and Halaplay and Qunami in skill-based, fantasy and trivia games.

#### **Forward-Looking Statements**



*Statements in this press release that are not strictly historical in nature are forward-looking statements based on current information and expectations that are inherently subject to change and involve a number of risks and uncertainties. Actual events or results might differ materially from those in any forward-looking statement due to various factors. The companies assume no obligation to update the information in this press release, to revise any forward-looking statements or to update the reasons actual results could differ materially from those anticipated in forward-looking statements.*

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