



Confederation of Indian Industry



INDIAN DIGITAL GAMING SOCIETY

Supported by:



INVEST INDIA
NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

India **gaming** **show** 2024

International Gaming, Animation, Esports & Infotainment Event

14 - 16 March 2024

Messe Global Pune Laxmi Lawns (MGLL), Magarpatta, Pune, Maharashtra



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INDIA, THE WORLD'S LEADING EMERGING MARKET!

India's gaming industry has evolved from a hobby to a career, experiencing significant growth and a burgeoning youth population positions it as a potential global leader in the gaming sector. This growth is fueled by factors like increasing young individuals, higher disposable incomes, innovative gaming genres, and the popularity of smart phones and tablets. Amidst an expanding market- a growing consumer base and robust e-commerce infrastructure, Indian game developers have ample opportunity to create engaging content that aligns with the social and cultural context of the Indian audience. Additionally, India's expertise in experience outsourcing, QA testing, and product development, along with access to talented creators, advanced technology, and cost-effective solutions, opens doors for collaboration and developmental endeavours.

INDIAN GAMING GALAXY PROJECTIONS

- Online gaming sector is expected to grow by 20% by FY2025 to reach INR 231 bn.
- Number of gamers, supposed to expand from 420 million in 2022 to 450 million by 2023, and 500 million by 2025.
- Mobile gaming industry in India, is expected to reach USD 5 billion by 2025.
- India has experienced a surge in e-sports, console gaming, mobile gaming, and game development.
- Perception of a gaming career has changed, with a growing number of Indian talents considering game development as a viable profession.
- Industry offers promising careers, with an estimated 10,000-12,000 direct and indirect jobs by 2023.
- Indian government recognises esports as a significant component of multi-sport events.
- Adoption of live streaming, social media, 5G, Cloud Gaming, 5G, AR/VR, Web3 and Portable devices is expanding the reach and driving the next phase of online gaming growth.
- Future growth in the industry will also be driven by digitalisation, more internet usage, smartphone penetration, and new features for more immersive experiences.
- Advancements in gaming experiences will propel the Indian gaming industry to new heights.





INDIA - KEY HIGHLIGHTS

- Most populous country with 1.428 billion people.
- World's largest youth population, second largest Internet population and second largest smartphone market.
- India's \$1.8 billion gaming market is driven by over 300 million Indian players in the mobile-first gaming segment.
- Indian gaming raised \$ 2.8 Bn from domestic/global investors in last 5 years, with increased funding by 380% from 2019 and 23% from 2020.
- Online gaming industry in India is rapidly growing and laws to monitor it, are in place.
- India is the world's largest fantasy sports market, with more than 130 million players across 200 plus platforms.
- Real Money Gaming (RMG) accounts for 57% of the current gaming market revenue.
- India had 507 million gamers in FY22, with 120 million paying gamers, representing a growth rate of 12% and 25% respectively.
- India, with a 17% share, emerged as the largest global consumer of mobile games, contributing to 15 billion downloads in FY22.
- In FY22, Indian gamers spent an average of 8.5 hours / week on mobile games, with top midcore games receiving double the time compared to top casual games.
- Mobile games in India accumulated 2 billion MAUs (Monthly Active Users) overall, with the top 10 mobile games amassing 358 million MUAs (Monthly Unique Users) in FY22.
- Indian-developed games showcasing Indian themes are gaining popularity, with presence of 17,211 games from Indian distributors on Google Play store.
- As the gaming industry expands in genres and storytelling, more female gamers are joining the community, with around 18% of Indian gamers being female, according to a Google report.
- Female participation is also growing in game development sectors.
- Gaming companies in India secured funding of US\$2.8 billion in the past five years, experiencing a remarkable growth of 380% over 2019 and 23% over 2020.
- The Ministry of Information and Broadcasting has formed the AVGC Promotion Task Force to support and promote Animation, Visual Effects, Gaming, and Comics industries.



INDIA GAMING SHOW - LOOKING BACK!

- The Confederation of Indian Industry (CII) launched the India Gaming Show in February 2017 in New Delhi to develop the Indian gaming ecosystem, tackle challenges, and reach a wider audience.
- India Gaming Show was launched to promote the Indian gaming, digital content, and animation industry. It aimed to provide a global platform for the Indian business community and facilitate international partnerships to explore the vast Indian market and partnership opportunities.
- After the inaugural edition, India Gaming Show South was held in January 2018 in Bengaluru, Karnataka, followed by the 3rd edition of the India Gaming Show in February 2019 in New Delhi.
- The India Gaming Show 2021 was successfully held as a virtual event.
- The 5th India Gaming Show 2023 united gaming enthusiasts, professionals and gamers, showcasing the latest tech, VR experiences, and diverse games, establishing India as a thriving gaming hub.
- The past editions have been highly successful for all participants, providing a comprehensive B2B event that focuses on the Indian gaming industry.
- The earlier shows received support by the Ministry of Electronics & Information Technology, Government of India, JOGA, CIPO, JLOP, CESA, JETRO, KCC, VIPO and IDGS, featuring country pavilions, cosplay, hackathons, talk shows, international musical performances, e-sports, developer zones, and product launches.
- India Gaming Show has been a significant milestone for the gaming and animation industry in India, addressing the growth opportunities and requirements of the sector.

UNVEILING INDIA GAMING SHOW 2024

The 6th India Gaming Show (IGS) 2024, an International Gaming, Animation & Infotainment Event is being organised by the Confederation of Indian Industry from 14-16 March 2024, in Pune. This will feature a technology showcase by large companies, animation, gamification, gaming zones, Internet of Things, start-ups, skills and skill development, Digital India, Make in India, along with consumer sections, e-sports, cosplay, and stage events. The focus here is on building a talent pool of game developers and improving cost-competitiveness.

The India Gaming Show will showcase the ever-increasing significance of interactive, mobile, and social gaming on a global scale.



EXHIBITOR PROFILE

- Animation
- Banks and Finance Institutions
- Cosplay
- DTH Games
- Game Hardware and Peripheral
- Manufacturing
- i-Games
- Licensing
- Media Houses
- Microprocessor Design Firm
- Mobile Devices
- Mobile Games
- Online Games
- PC Games
- Software Developers
- Telecommunication Carriers and Providers
- Thinktanks
- Video Games
- E sports
- Merchandise and Gaming Gifts
- Publishers
- Live Streamers
- Start-ups

VISITOR PROFILE

- Gaming Equipment Manufacturers and Distributors
- Social Gaming Companies
- Cruise Ship Companies
- Other Gaming Operators and Organisations / Associations
- Law Firms
- Government
- Industry Associations
- Marketing / Advertising Agencies
- Publications
- Regulatory Bodies
- Legislative Institutions
- Media Representatives
- Hospitality Industry Representatives
- Gamers, E-sports Players
- Gaming Enthusiasts
- General Visitors



SUCCESS ARCHIVES

India gaming show 2017
 Global Gaming, Animation & Infotainment Event
 2-5 February 2017
 Pragati Maidan, New Delhi, India

India gaming show south 2018
 International Gaming, Animation & Infotainment Event
 19-21 January 2018 | BIEC, Bengaluru, Karnataka, India

India gaming show 2019
 International Gaming, Animation & Infotainment Event
 3-5 February 2019 | Pragati Maidan, New Delhi, India

India gaming show 2021
 International Gaming, Animation & Infotainment Event
 25 Feb - 11 Mar 2021 | CII Hive Virtual Platform

India gaming show 2023
 International Gaming, Animation & Infotainment Event
 16-18 February 2023 | Pragati Maidan, New Delhi, India



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