

April 05, 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 05, 2022 titled “Nazara invests USD 2.5 Million in US Based Game Fund BITKRAFT Ventures”

Kindly take the above information on record.

Thanking You,

Yours Faithfully  
**For Nazara Technologies Limited**



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

## Press Release



### Nazara invests USD 2.5 Million in US Based Game Fund BITKRAFT Ventures

**April 05, 2022, India:** Nazara Pte. Ltd. ("Nazara"), a wholly owned subsidiary of Nazara Technologies Limited (BSE: 543280) (NSE: NAZARA) an India based, diversified gaming and sports media company announced their investment in US Based Game Fund BITKRAFT Ventures. Nazara will invest USD 2.5 Million in BITKRAFT Ventures out of which USD 0.875 Million will be invested upfront, while the balance investment amount of USD 1.625 Million will be deployed over a period of three years.

BITKRAFT Ventures (<https://www.bitkraft.vc/>) is a leading investment platform for gaming and Web3 / blockchain projects globally. Nazara, with the above proposed investment, aims to build a network with Limited Partners ("LP") as well as the investee companies to gain access into the global gaming ecosystem.

Nazara aims to leverage the BITKRAFT Ventures network for the following strategic initiatives:

1. Potential partnerships and/ or potential investment into the company & its subsidiaries.
2. Securing deal flow for future M&A from the current portfolio of the funds as well as inflow of deals coming to funds.
3. Co-investment opportunities into highly sought-after founders/ companies.

**Manish Agarwal, CEO, Nazara Technologies,** "BITKRAFT Ventures have fast established themselves as one of the most promising investors in the global e-sports and gaming ecosystem. Our investment in BITKRAFT is in line with our long-term commitment to nurture and empower the gaming community across the world. Over the course of the next few years, this investment will enable us to work towards realizing our strategic vision of becoming the catalysts to empower the global gaming community and chart the next stage of growth in an increasingly connected and virtual world."

"Given our long-term relationship with Nazara we are very excited to get into this partnership for a win-win between Nazara, the BITKRAFT Venture Portfolio companies and BITKRAFT Ventures as a platform. The Partnership will help to increase the connectivity into the highly strategic Indian video games market. We have done multiple investments in the subcontinent and intend to do more in the future, in addition to supporting international Investment to drive growth in India," shared **Malte Barth, Founding General Partner at BITKRAFT Ventures.**

In addition to the investment in BITKRAFT Ventures, Nazara Technologies Ltd. has acquired multiple companies over the past few years. The company has placed itself in a leading position in esports,

interactive gaming and the gamified early learning space with the 'Friends of Nazara' network. Nazara has acquired a majority stake in Nodwin Gaming Pvt. Ltd; Next Wave Multimedia Pvt. Ltd., which operates World Cricket Championship (WCC), the largest mobile-based cricket simulation game, in addition to investment in Absolute Sports Private Limited, which operates Sportskeeda and Paper Boat Apps Private Limited - gamified early learning subscription app and OpenPlay - Skill Gaming.

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#### **About BITKRAFT Ventures:**

BITKRAFT Ventures is a leading investment platform for gaming and Web3 globally, and has been the most active gaming venture capital firm and lead investor in 2020 and 2021, according to research from [InvestGame](#) and [Drake Star Partners](#). Founded by industry pioneer Jens Hilgers, BITKRAFT serves a worldwide network that spans many of the industry's forward-thinking startups and founders—including former executives from the likes of Activision Blizzard, Riot Games, Epic Games, Google, and Apple who are working to build and operate the virtual worlds and economies of the future. BITKRAFT operates five venture funds with a total of over \$570M in assets under management and has over 80 companies in its global portfolio as of January 2022.

BITKRAFT's experienced international team works closely with exceptional entrepreneurs to create significant value through early candid partnerships, unique domain experience, entrepreneurial history, and a global ecosystem of strategic partners.

Find out more about how BITKRAFT and its portfolio companies are pushing the boundaries of Synthetic Reality® by visiting <https://www.bitkraft.vc/vision>.

#### **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 such as World Cricket Championship, Kiddopia in gamified early learning, NODWIN and Sportskeeda in Esports and Esports media, and Halaplay, Qunami and OpenPlay in skill-based, fantasy and trivia games. [www.nazara.com](http://www.nazara.com)

#### **Forward-looking and Cautionary Statements**

*Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits. Our ability to generate and manage growth, ability to maintain cost advantage, salary cost increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns, client concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas and integrate potential acquisitions, the success of the companies in which we make*

*strategic investments, withdrawal of Financial Year governmental incentives, political instability, war, pandemic, legal restrictions on raising capital or acquiring companies outside India. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.*

For Further information please contact:

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