

August 06, 2024

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 as amended, please find enclosed herewith the Press Release dated August 06, 2024, titled "Absolute Sports, a Nazara subsidiary, Acquires Assets of DeltiasGaming.Com, a Leading US Gaming and Esports Content Platform"

This is for your information and records.

Thanking You.

Yours Faithfully,

For Nazara Technologies Limited

Varsha Vyas
Company Secretary and Compliance Officer

Encl: As above

NEWS RELEASE

AUGUST 6, 2024

FOR IMMEDIATE RELEASE

MEDIA INQUIRIES

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Absolute Sports, a Nazara subsidiary, Acquires Assets of DeltiasGaming.Com, a Leading US Gaming Content Platform

Acquisition deepens Absolute Sports' presence in the games content publishing sector in USA

Mumbai, Maharashtra —[Absolute Sports](#), a Nazara Technologies subsidiary and the parent company of [Sportskeeda.com](#), [ProFootballNetwork.com](#) and [SoapCentral.com](#), today announced that it has signed an asset purchase agreement, subject to closing conditions, to acquire all the assets of [DeltiasGaming.com](#), a premier source of gaming and esports content in the US. The transaction is for an all-cash consideration of \$900K (~INR 7.5 crores) to be paid over one or more tranches and is expected to be closed in the next 45 days.

DeltiasGaming.com had revenues of US \$575K (~INR 4.8 crores) for the twelve-month period ending June 2024. Absolute Sports will use its cash reserves to fund the transaction.

With this acquisition, Absolute Sports, which already serves a large gaming audience with its flagship brand [Sportskeeda.com](#), aims to deepen its presence in the gaming and esports media publishing sector in the US region. It intends to leverage Deltia's Gaming's loyal user base of almost 1.5 million monthly readers and its long-standing brand equity, to establish the group as an authoritative voice in the gaming media space. The acquisition also provides the group access to a large audience on YouTube and popular gaming streaming network Twitch under the Deltia's Gaming brand.

" With this acquisition, Absolute Sports will now serve upwards of 5 Million US gaming enthusiasts with high quality gaming and esports related news and analysis content on our various properties." said Ajay Pratap Singh, CEO of Absolute Sports.

About Deltia's Gaming

Founded by Jacob A. Hausman, Deltia's Gaming is one of the leading gaming and esports media outlets in the US. Started as a gaming-focused YouTube channel in 2014, this later expanded to house a Twitch streaming channel and the website ([www.deltiasgaming.com](#)) was started in 2021. The platform is focused on a set of massively multiplayer online games and is known for its expertly crafted gaming guides and tutorials. DeltiasGaming.com gets upwards of 1.5M monthly unique users on the platform.

About Absolute Sports

Established in 2009, Absolute Sports, the parent company of [Sportskeeda.com](https://www.sportskeeda.com), [ProFootballNetwork.com](https://www.profootballnetwork.com) and [SoapCentral.com](https://www.soapcentral.com), is a global digital media platform that covers the world's biggest sports, gaming, esports and entertainment subjects and serves more than 100 million fans every month. The team comprises top content creators from around the world who produce hundreds of well-researched multimedia 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 Absolute Sports Private Limited.

For Media Enquiries

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