

Date: January 15, 2025

**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**

**Subject: Intimation of Press Release**

Dear Sir/Madam,

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 January 15, 2025, titled “**Nazara subsidiary Fusebox Games Partners with Banijay Rights to Bring Big Boss to the World of Interactive Gaming**”.

This is for your information and records.

Thanking You.

Yours Faithfully,

**For Nazara Technologies Limited**

**Arun Bhandari**  
**Company Secretary & Compliance Officer**

**Encl: As above**



## **Nazara subsidiary Fusebox Games Partners with Banijay Rights to Bring Big Boss to the World of Interactive Gaming**

### ***Big Brother Interactive Fiction Game Also in Development, Set to Launch in 2025***

**Mumbai, India, January 15th, 2025:** Nazara Technologies Limited, a leading diversified gaming and sports media company, today announced that its subsidiary, Fusebox Games, will collaborate with Banijay Rights, the global distribution arm of content powerhouse Banijay Entertainment, to develop and launch the first-ever Big Boss Interactive Fiction Game.

This exclusive partnership brings India's most iconic reality TV show, Big Boss, into the interactive gaming world, offering fans an immersive and personalized experience like never before. In addition, Fusebox Games is simultaneously working on the Big Brother Interactive Fiction Game, based on the globally celebrated reality TV format, set to launch in 2025. These projects mark a significant milestone in Fusebox's journey to bring two of the world's most popular reality formats into the gaming universe.

The Big Boss Interactive Fiction Game, also slated for release in 2025, will allow players to step into the Big Boss house, create their avatars, and navigate dynamic narratives inspired by the show's most memorable moments. The game will feature live in-game events synchronized with the TV series, branching storylines, and localized narratives in Hindi and regional Indian languages, ensuring inclusivity for India's diverse audience.

Terry Lee, CEO of Fusebox, shared his enthusiasm: "Big Boss is a cultural phenomenon that resonates deeply across India. At Fusebox Games, we are excited to reimagine this iconic format as an immersive, interactive experience that fans can engage with in entirely new ways. This partnership with Banijay Rights underscores our commitment to delivering compelling, localized interactive fiction games that resonate deeply with audiences, not only in India but around the world."

Mark Woollard, SVP Gaming & Gambling, Banijay Rights, added: "Big Boss and Big Brother have captured the hearts of millions of viewers worldwide. Our partnerships with Nazara and Fusebox Games open exciting new possibilities, creating immersive ways for fans to engage with these iconic brands."

One of the world's most iconic and successful reality television franchises, *Big Brother* first hit screens 25 years ago in the Netherlands in 1999. Since its debut, over 600 series of the show have aired around the world in 70 markets. Globally, the format has maintained huge popularity and is one of Banijay Entertainment's top three formats, airing in 28 territories last year. The format continues to make a splash globally, with prime-time success in the UK, Spain and Brazil, long-running versions airing consistently in the US and Italy since 2000, six regional versions each year in India, and a new adaptation launching in Malta. Big Brother is a Banijay Entertainment format.

### **About Nazara Technologies:**

Nazara is India's only listed gaming and Esports Company, with majority ownership of several leading gaming and esports brands with presence in India, the US, and other global markets. In esports, Nazara has India's leading esports platform NODWIN Gaming and Sportskeeda/Pro Football Network in the sports media space. Nazara's offerings in the interactive gaming segment include gamified early learning ecosystems like Kiddopia and Animal Jam, interactive story games within Fusebox Games, India's most popular cricket simulation franchise, World Cricket Championship (WCC), and a wide portfolio of casual games distributed through telco partnerships in many emerging markets. Additionally, Nazara controls Datawrkz, a digital ad tech company supporting its portfolio companies and external clients with demand-side user acquisition and supply-side ad monetization services.

Website: <https://www.nazara.com/>

### **About Fusebox**

Fusebox is a mobile free-to-play studio based in the UK that specializes in Interactive narrative games. The studio has a proven pedigree of delivering narrative-based content, with its flagship title Love Island. The game frequently topping UK and US mobile charts. The business has grown into the genre leader for IP-based Interactive fiction games, maintains strong relationships with global rights holders and has a reputation for delivering high-quality content that unlocks additional value and revenue streams for brands.

### **About Banijay Rights:**

Leading global distributor, Banijay Rights, represents a world-class, multi-genre portfolio of 200,000 hours of standout programming. Handling the distribution for content powerhouse, Banijay Entertainment, the division specialises in the exploitation of premium scripted and non-scripted brands to broadcasters worldwide.

Representing quality, excellence and experience in the business of linear and non-linear television and ancillary activity across all platforms, Banijay Rights' catalogue encompasses a host of top titles from Banijay's 130+ in-house labels, and a number of third-party producers, spanning drama, comedy, entertainment, factual, reality, family, formats and theatrical.

Delivering high-quality IP, which was born locally and travels globally, the distributor offers the best stories told the best way. Its landmark brands include Survivor, Big Brother, MasterChef, Peaky Blinders, Rogue Heroes, Marie Antoinette, Grantchester, Deal or No Deal, Home and Away, Mr Bean and Black Mirror.

Built on independence, creative freedom, entrepreneurialism and commercial acumen, Banijay Rights operates under the direction of Chief Executive Officer, Cathy Payne.

For further information, please contact:

**Media Relations, Nazara Technologies**

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