

7SEAS ENTERTAINMENT LIMITED

(Formerly known as 7Seas Technologies Limited)



To
BSE Limited
P J. Towers, Dalal Street
Mumbai - 400001

Date: 29.06.2021

Dear Sir,

Sub : 7Seas announces new age under production games

Unit : 7Seas Entertainment Limited (Scrip Code : 540874)

With reference to the subject cited, please find attached the press release dated 29-06-2021 for M/s.7Seas Entertainment Limited announces new age under production games for this year 2021.

We request the Exchange to put the same on the corporate announcement section of its website.

Thanking you ,

Yours Faithfully,

For 7Seas Entertainment Limited

A circular blue stamp with the text '7SEAS ENTERTAINMENT LIMITED' around the perimeter. In the center, there is a handwritten signature in blue ink.

L.Maruthi Sankar
Managing Director
DIN: 01095047

Encl: as above

PRESS RELEASE

7Seas announces new age under production games

Hyderabad, June 29th, 2021: 7Seas Entertainment Limited, intellectual property (IP)-based independent game development company announced new two flagship mobile under production games with unique advanced features. Located in Hyderabad (BSE -- 7Seas scrip code 540874), the company is planning to release the games worldwide for the maximum entertainment during the Christmas season this year. Company will also focus on **Esports and Gamified Learning** in this gaming ecosystem.

The first game proposed to release is named 'Treasure King '. It has offering of rich in-game content with periodical updates, rewards. It also brings connectivity with active, larger player community. The game under production has exclusive dynamic moving platform. Treasure King will take the users through exciting adventures of world of kingdom. It gives rich gaming experience to the players as the game combines cool, full of action oriented adventure atmosphere as the exciting pack.

Next in the line is distinctive AR (Augmented Realty) game titled "Shooting Game". It has zombies attacking from all directions including 360 degrees. It also comes with photorealistic graphics and presents high-impact combo-based shooting actions. These games will be offered on **free –to- play, freemium and paid** (In-app purchases IAP) model.

In the last few months, even during the difficult time of Covid- 19 pandemic company made consistent, tireless efforts to improve unique games, currently are under production. We believe that the sky is the limit to the joy of playing these games. For the company experience of working on these games has been most fruitful, rich and enjoyable.

L Maruti Sanker, managing director of the company is of the view that the growth in mobile gaming will be unmatched and beyond expectations. The growth potential will be more with influence of 5G, AI, and VR. Providing the significant inputs for his view point he spoke about the report of Visual Capitalist Data Stream in the year 2020. The report shows that mobile gaming income accounts for more than 51% of total gaming revenue. In 2020 it was estimated to be 85 Billion dollars. A major boost in the penetration of smartphones, lowered internet (with high speed at that) costs are expected to lead to massive growth in India's mobile gaming market. Latest statistics of India Equity Research also project a bright picture of gaming as the fastest growing M & E segment to surpass films by 2023.



Looking at the KPMG report Maruti Sanker, managing director of the company says that weekly time spent on playing mobile games in India came across to be around 12% of total smartphone usage time during Covid- 19 pandemic. He is confident that India remains a top most mobile gaming market, as the mobile phones/smart phones have become most preferred entertainment platform.

About 7Seas Entertainment Limited:

7Seas Entertainment Limited (formerly 7Seas Technologies Limited), currently listed on the Bombay Stock Exchange (BSE –7Seas scrip code 540874), is an independent, IP-based game development company. The company has many award winning games in its portfolio with an unmatched, wide spectrum of genres. For more details on the games, please logon to 7Seas website www.7seasent.com.

Thanking you.

Yours faithfully,

For 7Seas Entertainment Limited

L. Maruti Sanker
Managing Director

