

Date: November 13, 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 November 13, 2024, titled "**Nazara integrates with ONDC Network to Launch "gCommerce" in India, Unlocking a new era of In-Game Monetization**".

This is for your information and records.

Thanking You.

Yours Faithfully,

For Nazara Technologies Limited

Rakesh Shah
Chief Financial Officer

Encl: As above



Nazara integrates with ONDC Network to Launch "gCommerce" in India, Unlocking a new era of In-Game Monetization

Mumbai, India, November 13, 2024 – Nazara Technologies Limited, a leading diversified gaming and sports media platform, and Open Network for Digital Commerce (ONDC) are proud to announce their integration to launch "gCommerce" – an innovative in-game monetization platform that seamlessly integrates e-commerce within games.

The integration aims to address a persistent challenge for Indian game developers: low in-app purchase (IAP) conversion rates and poor yields from advertising. Through gCommerce, Nazara and ONDC Network are reimagining game monetization by leveraging India's thriving e-commerce landscape and providing developers with new, scalable revenue streams.

This strategic integration will allow game developers to monetize through an affiliate revenue-sharing model, earning a commission on every successful transaction initiated by players through the gCommerce platform.

Creating Value for Developers and Gamers

ONDC Network's expertise in creating an open, interoperable network for digital commerce will enable Nazara's gCommerce platform to connect with a wide range of sellers across more than 10 categories, ensuring a rich diversity of product offering for gamers. This integration enhances the user experience by allowing them to make informed purchases while they continue their gaming journey.

"We are excited to announce the upcoming launch of gCommerce by Nazara via integration with the ONDC Network, as it represents a significant step forward in our mission to empower game developers with effective and innovative monetization solutions," said Nitish Mittersain, CEO of Nazara Technologies. "We are not only creating new revenue opportunities for developers but also enriching the overall experience for our gamers."

T Koshy, CEO of ONDC, added, "Nazara coming on ONDC Network to launch gCommerce is a testament to the versatility of the Network in supporting various industries and use cases. By bringing e-commerce into the gaming ecosystem, we are paving the way for a seamless blend of entertainment and shopping that adds value for players, developers, and the broader digital commerce network."

The gCommerce platform is currently in soft launch and will be rolled out to game developers starting Q1, FY26.

About Nazara Technologies Ltd.:

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, a leading IP based gaming studio 'Fusebox', 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 ONDC:

Incorporated on 31st December 2021, Open Network for Digital Commerce (ONDC), a Section 8 company, is an initiative of the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India to create a facilitative model that revolutionises digital commerce, giving greater thrust to penetration of retail e-commerce in India. ONDC is not an application, platform, intermediary, or software but a set of specifications designed to foster open, unbundled, and interoperable open networks.

For further information contact:

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