

# Indian Gaming Industry

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# TABLE OF CONTENTS

<b>01</b>	Introduction	<b>06</b>	Key Trends in Indian Gaming Market
<b>02</b>	Mobile Gaming in India	<b>07</b>	Livestreaming in India
<b>04</b>	Monetization of Indian Mobile Games	<b>08</b>	Esports Industry in India
<b>05</b>	Gaming Genre	<b>09</b>	Future of Indian Gaming

# Introduction

## KEY HIGHLIGHTS



The Indian Gaming market was valued at **\$1.8 Billion** in 2021, and is expected to reach an estimated value of **\$5 Billion in 2025**, at a CAGR of 38%.



The Mobile gaming trend is going very strong, and the user base is expected to grow to **\$5+ Billion by 2025**, with higher levels of adoption and availability of technology.



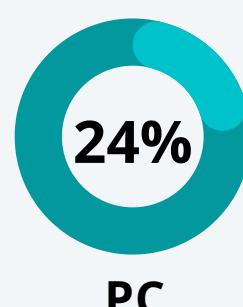
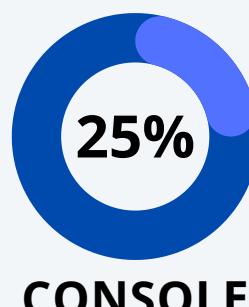
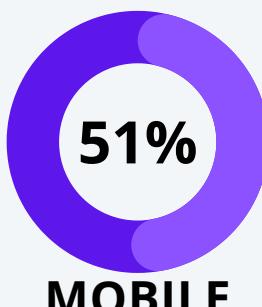
**Multiplayer games** have received strong interest from Indian gamers, mainly because consumers prefer to chat, compete and spend time online with their friends.



The array of gaming genres has played a huge role in developing interest among various Indian gamers across the country.

A recent report has shown that the gaming industry in India is growing faster than social media itself. The startups from the Indian gaming sector raised \$549 billion in the first quarter of 2021, which is more than the amount raised from cinema, home entertainment, audio, etc.

### USERS OF GAMING DEVICES IN INDIA



# Mobile Gaming in India

With updated and well-built software now being available on mobiles, the online gaming industry in India has seen massive growth in India. The introduction of the 5G network allows users to play games that could be played with less lag, more reliability in gameplay, improved edge clouding systems, live streaming experiences, etc. which would provide the user with an outstanding gaming experience.

## The rise of Mobile gaming in India

**66%**

- Increased Battery Life

**54%**

- Fast In-game loading

**53%**

- Improved Display and Hz rate



## Expansion of Mobile gaming in India



The population in India having access to Internet was **46%** in 2020, and is expected to rise to **62%** in 2025



The percentage of mobile gamers have risen from **22% in 2020 to 51% in 2022.**



The average Indian gamer spends upto **\$3-1000**. The monetization in India accounted for **25% in PUBG**, contributing to 5% of global revenue

**The gaming market in India has accelerated** with help of better smartphones, increased internet access, popular titles, influencers, and COVID-19



Indians have gaming-friendly mobile phones, whose RAM has 3-4x times more power, which leads to more advanced gaming



Indians offer cheaper, faster and better quality of internet.  
46% of Indian gamers have a speed of 12Mbps.]



Indians have access to much better games and platforms like PUBG, Ludo King, Dream 11, etc.



The Indian Gaming Market is being driven by Indian Influencers and Content Creators.



The pandemic led to rise in digital adoption, and online gaming was one of the main sources of social interaction.

Increased features and effective live communication technology attract new gamers much more quickly. This also helps in breaking the language barrier, which prevents gamers from changing their device settings to non-English



+54%

increase in esports since the start of 2020

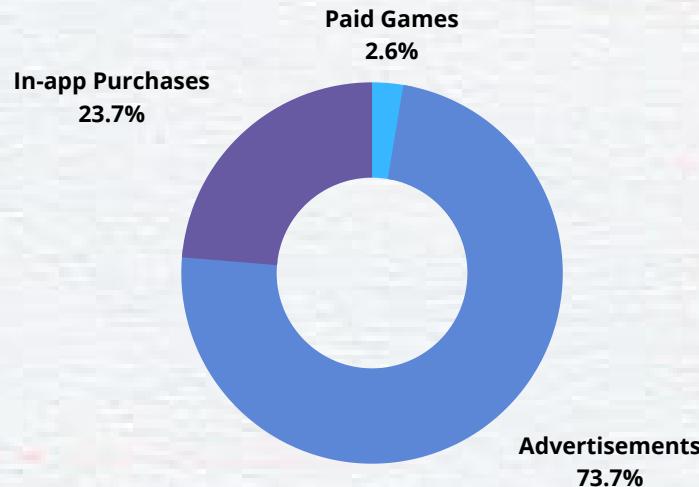


+56%

increase in streamers since the start of 2020

# Monetization of Indian Mobile Games

2.6% of the Indian publishers are paid, i.e., very few Indian gamers prefer to pay for buying games from Indian publishers directly. 73.7% of games of Indian publishers include ads, while 23.7% of Indian publishers provide the use of in-app payments.



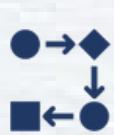
Gaming Companies as of now are focused on diversifying their monetization avenues, other than just sales. Cryptocurrency games in India have gained widespread adoption in the gaming industry and show no signs of slowing down.

## Drivers for In-app Purchases

### Modes of Payment



Indian gamers should be offered different modes of payment, such as UPI, to feel secure regarding data and payment concerns.



### Procedure of Payment

While making an in-game payment, apps should guide the users on how to complete the payment process by allowing them to use their preferred mode of payment.



### Highlight benefits of in-app purchases

Games like Call of Duty: Mobile and PUBG, enhance the gaming experience, by providing the benefits of in-app purchases, which would allow them to gain access to various features like battle pass, lucky draws, etc.

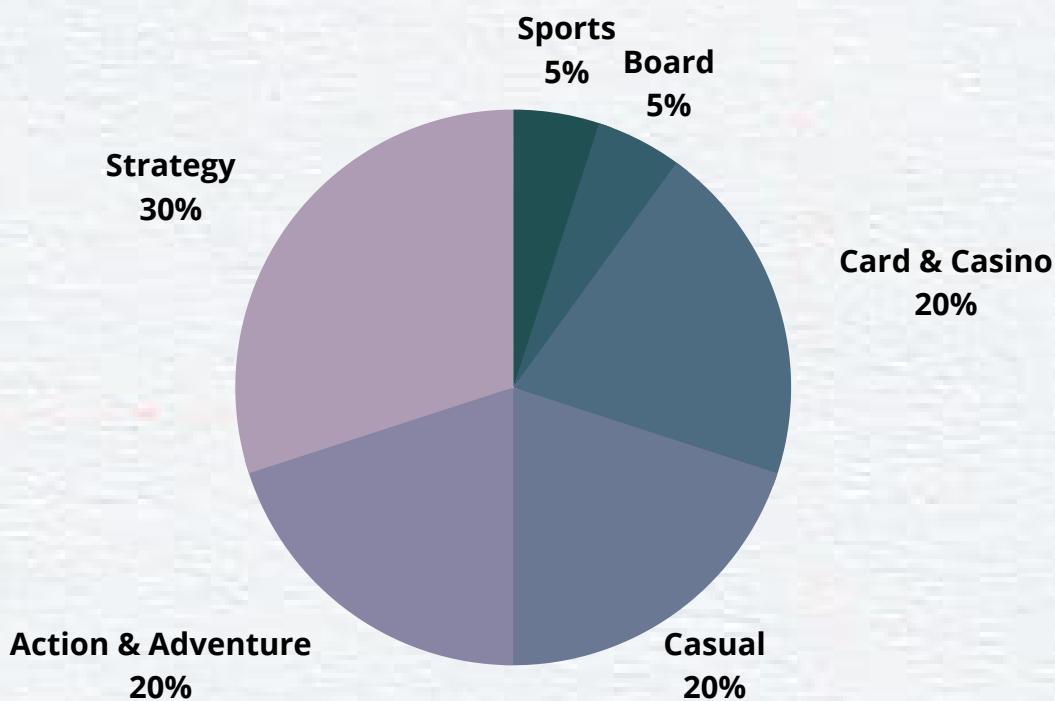


### Offers and Discounts

Apps may offer a discount, or an offer, for a period of 3 days, or even a week. These offers can help in tempting users to make in-app purchases much more easily while saving money at the same time.

# Gaming Genre

Action & Adventure, Strategy dominates other genres for the top games in India



## How do Indian Gamers choose games?



Apps that have attractive logos and names



Well designed & User Friendly



Games that have good and challenging storylines



Good Background Score and Effects

## KEY TRENDS IN INDIAN GAMING MARKET



Regular updates in games, which improves the voice and visual features, help in attracting new gamers.



India is emerging as a talent hub for the country and the world. Gaming companies have gone up 10x over the last decade.



Influencer-driven, user-generated content, and livestreaming have brought the E-Sports industry to \$100 Mil, leading to higher adoption and engagement.



Emerging gaming platforms are on the rise, and are attracting a lot of user and investor attention



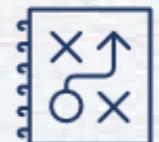
# Livestreaming in India

Livestreaming has gained a lot of popularity among casual and hardcore gamers, where they can not only record and save their content but also monetize them as well.

## Two Major Trends in Livestreaming in India



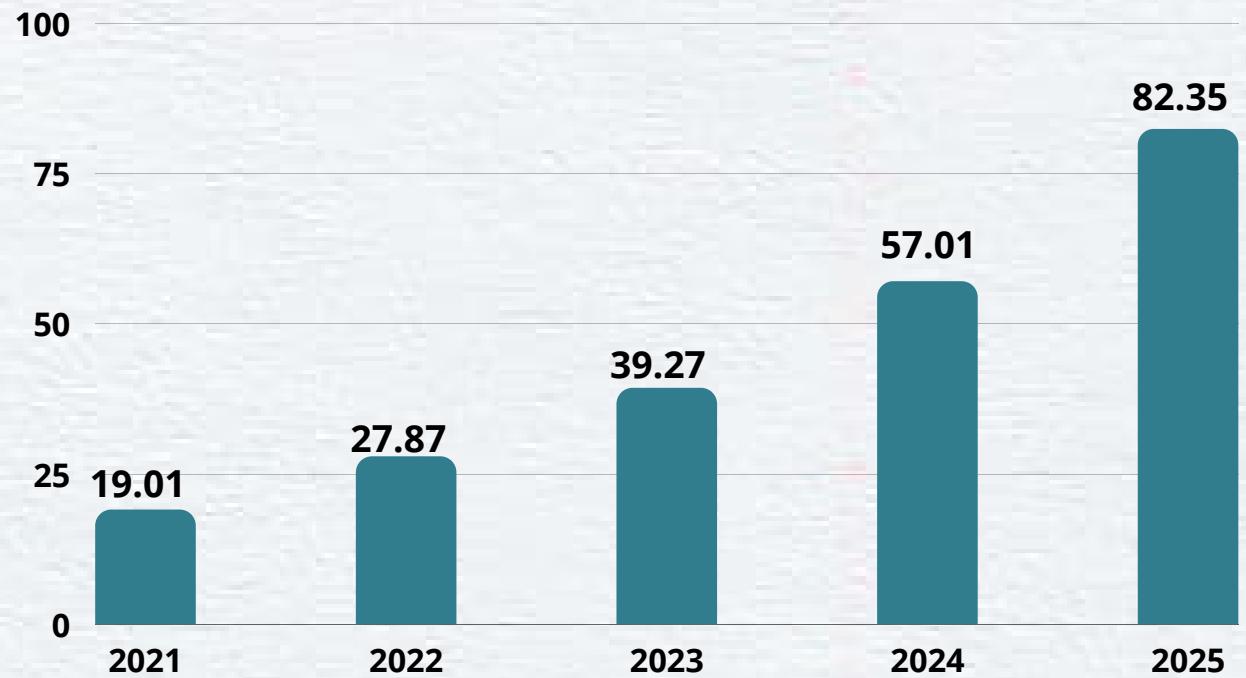
Rise of Online Gaming in India



The love for Indians to generate content

Game Streaming is an intersection of these trends, which will be considered as one of the major sources of entertainment in the market. The game streaming market is expected to generate **\$300 Million in revenue overall.**

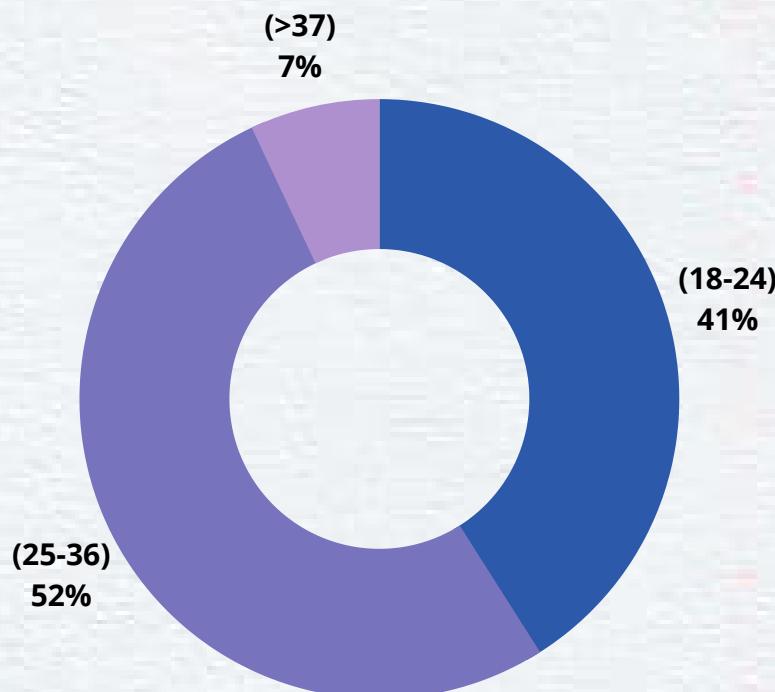
## Revenue Generated from Game Streaming in India (in Million)



# Esports Industry in India



**User Profiles:** E-sports is played casually, but they are characterized based on dedication and serious play. Esports players lie in the age-groups 18-24, 25-36, and >37.



# Future of Indian Gaming

## Growing VR Ecosystem

The VR experience is attracting gamers and the target audience, who want to enjoy the best social experience, at an affordable price. Industries using VR technologies are expected to reach a target of **\$25 billion by 2025.**

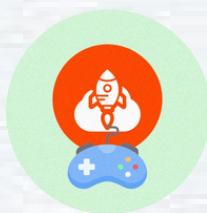


## Creating an Interactive experience

Games like Clash of Clans, PUBG, etc. are constantly involved in **conducting regular updates, to help their users to enjoy more benefits**, and allow social interaction with their "clans", to make sure they retain their original users.

## Playable Ads and In-App Purchases

The implementation of **playable ads and strategic pricing in In-App payments**, is one of the main objectives of game developers, from which they can generate more revenue, and even user retention. This can make monetization much easier, and improve revenue generation considerably.



## Investment Outlook

Through government initiatives like "Digital India" and policies allowing **100% Foreign Direct Investment** in gaming, is shaping the growth of gaming industry in India.



## Blockchain Technology

The gaming industry will soon leverage blockchain to not only improve the user experience but also to ensure secure payments, and protect the data of other users.



## Job Opportunities

With the growth of investments and emergence of startups in place, employment opportunities will increase, in sectors like **game design, game technology, marketing & sales, and other areas** in the gaming sector



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