



ZATUN

Where Fun Gets Down To Business



Who We Are



Zatun is a pioneering, creative, and award-winning indie game studio positioned at the forefront of the global video game industry. Creating games is not just our profession; it's our passion and way of

life



The Indian Video Game Industry



INDIA'S VIDEO GAMES MARKET



TOTAL GAME REVENUE*



*This excludes revenue from real money games (RMG)



TOTAL GAMERS*



*Includes mobile, PC and console



INDIA VS CHINA GAMERS*



● INDIA
● CHINA



INDIA'S GAMERS



96.8%

of Indian gamers play on smartphones and tablets (mobile devices)



31%

Total gamers who spend on video games



71.8%

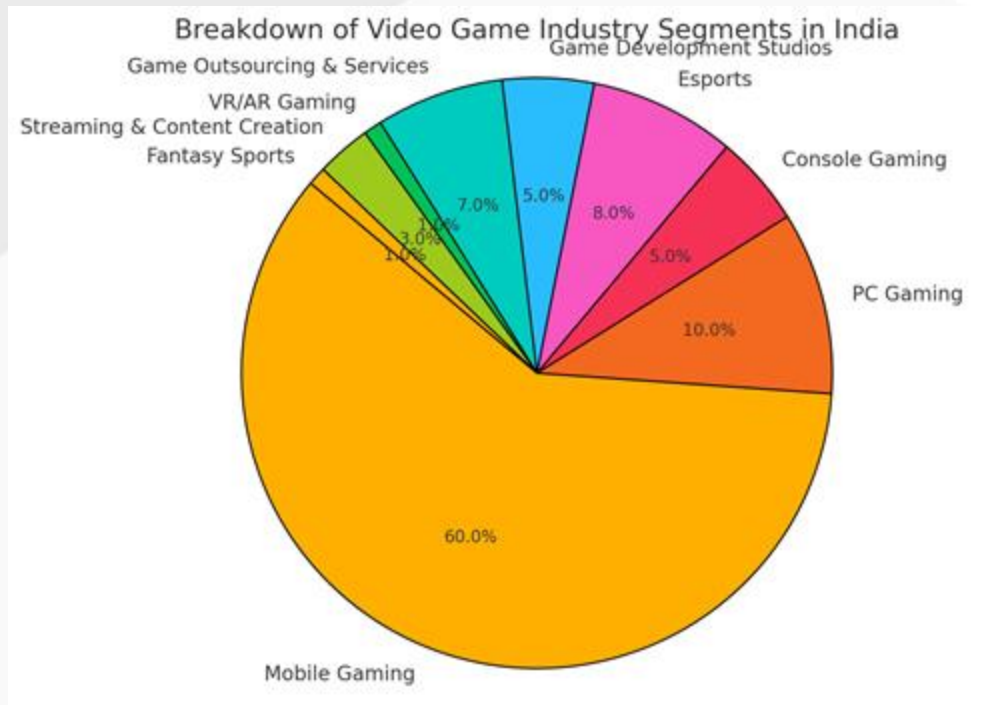
of gamers engage with esports*

The Indian Video Game Industry



The game industry is divided into multiple segments:

- Game Development Studios
- Outsourcing/Services Focussed Studios
- Mobile Gaming
- PC Gaming
- Console Gaming
- VR/AR Studios
- Real World Money Gaming
- Fantasy Sports
- Esports
- Streaming and Content Creation



The Indian Video Game Industry

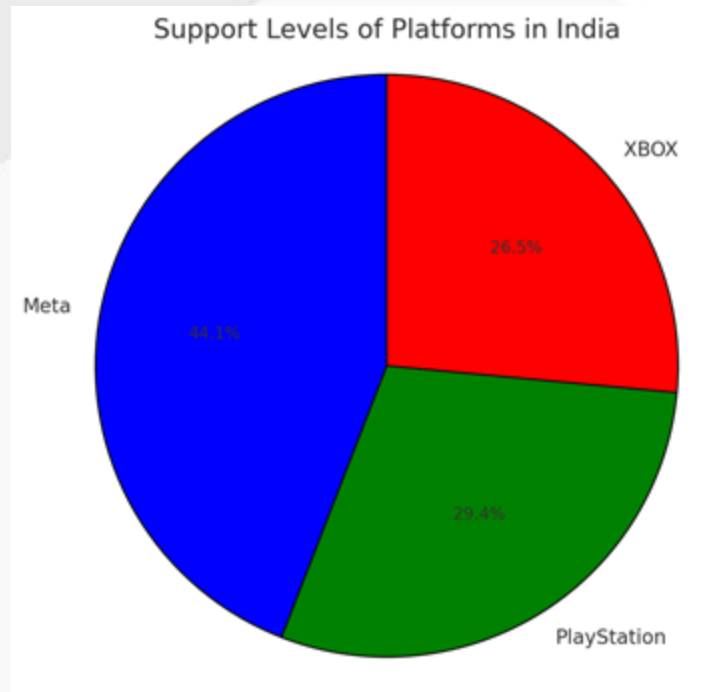


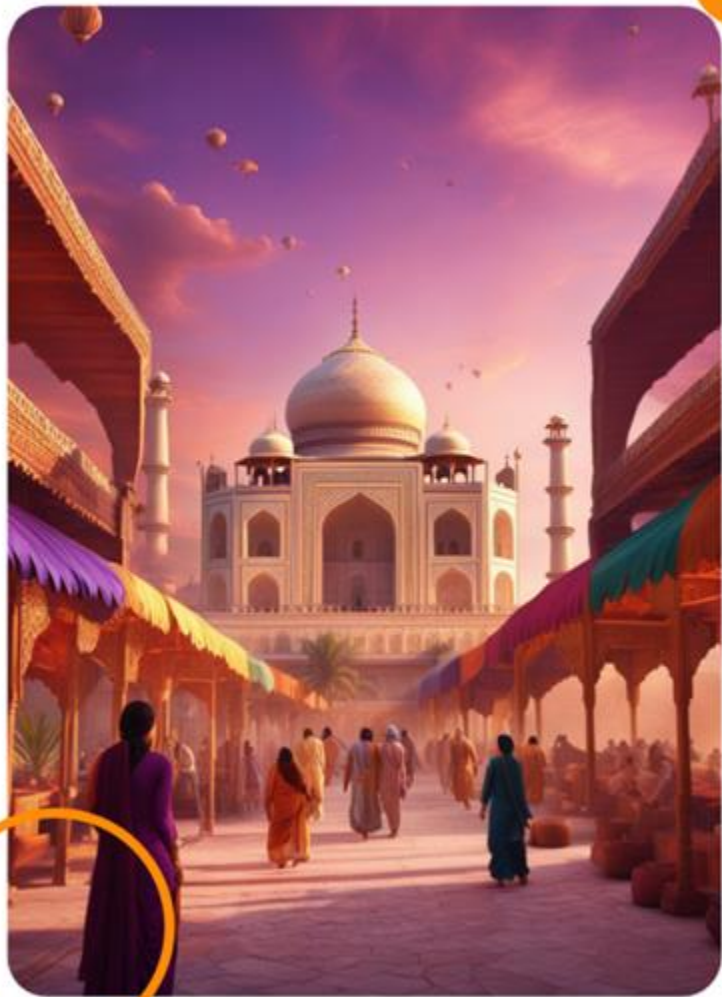
- Many more studios are now moving from services to creating their games.
- Many IT companies that have tasted success in IT outsourcing are now offering game services and launching their IP.
- There is a shift from studios focussing on mobile games to developing PC and console games.
- Studios are also now developing more local content like games based on Indian mythology, Indian culture, Indian kingdoms or showcasing a part of India in their games.
- The average Indian gamer is well-versed in global games and has high expectations.
- There is a huge fan following in India about Japanese anime and manga.

The Indian Video Game Industry



- There is support from within the Ecosystem.
- The government of India is framing the AGVC policy with the help of industry stakeholders.
- The governments of various states have programs to support startups.
- There are various platforms supporting game developers like XBOX (DAP), PlayStation (India Hero Project), META India (lifestyle accelerators, publishing),
- There is interest among VCs and angel investors.
- The industry itself is helping each other through various studios, connecting and helping newer studios.
- Industry events like IGDC and IGDS play a crucial role in promoting awareness about the Indian gaming industry, keeping stakeholders informed and up-to-date.





The Fusion of Metaverse and Social Gaming

HELLO METaverse takes on the challenge of embodying new possibilities hidden in the Metaverse and aims to be the go-to destination for all things Metaverse.

The metaverse, a virtual shared space integrated with social gaming, redefines gaming experiences and social interactions. This trend can potentially revolutionize the Indian gaming market, creating immersive and connected gaming communities by creating a fun, interactive, and engaging experience.

Gaming Boom in India-442 million Indian gamers in 2023, and 90 million are paid users.







Fatak USP

Fatak offers virtual spaces for users to socialize, interact, and build connections in a dynamic online environment.

- Virtual Social Gaming

Players can create customized Avatars, explore different areas, from the Taj Mahal to Snowy Slopes, groove in the DJ area, socialize and play games in the arcade, or compete with others in a Stumble Run for top charts. This promotes real-time interactions and collaborative gameplay.

- Enhanced User Engagement

Engaging virtual events and activities, Social leaderboards allow users to connect and participate in shared experiences and amplify user involvement and retention.

- Community Building

Integrated voice chat, emoticons, and virtual gifting cultivate a strong sense of belonging and camaraderie among players.



DOWN & OUT

PlayStation VR2

PlayStation VR

Meta STEAM



Down and Out

Winner

"Best Console Game"
FICSI BAF AWARDS 2024

Down and Out

Winner

"Best Innovation In Game"
INDIA DIGITAL AWARDS 2024

Down and Out

Winner

"AR/VR Game of the Year"
IGDC Awards 2023

Down and Out

Winner

"Best Middle Game"
GEM Awards 2023

Down and Out

Nominee

"Single Game of The Year"
IGDC Awards 2023

SNIPER RUST

∞ Meta STEAM

Jio VIVE

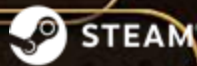


Puppies Out
Winner
"Kamau Winner"
Vega Digital Awards 2014



PuppiesOut





THE LEGEND OF

The Legend of Vraz

Winner

"Winner "Best PC Game Award"
FICCI BAF Awards 2010

VRAZ

Awards



The Studio

- Winner "Gaming Company of the Year": EChai Startup Awards 2023
- Winner "Top SME Business of the Year": Great Companies 2022
- Winner "Best Video Game Company in Gujarat": Business Leaders Summit & Awards 2018

Our Games

Down and Out

- Winner "Best Console Game": FICCI Frames BAF Awards 2024
- Winner "Best Innovation in Game": IAMA Digital Awards 2024
- Winner "AR/VR Game of the Year": IGDC Awards 2023
- Winner "Best Midcore Game": GEM Awards 2022

Sniper Rust VR

- Winner "Best Use of AR/VR in a Game": GATO Awards 2019
- Nominee "Indie Prize Showcase": Casual Connect China 2019
- Nominee "Upcoming Game of the Year": IGDC Awards 2018

Sniper Rust 3D

- Nominee "Best Mobile and Tablet Game": FICCI BAF Awards 2019

Puppies Out

- Winner "Centauri Winner": Vega Digital Awards 2016

I Luv Chocolat

- Nominee "Best Gaming Product": NDTV Tech Awards 2011

Legend Of Vraz

- Winner "Best PC Game Award": FICCI Frames BAF Awards 2010



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