

INDIAN ONLINE GAMING INDUSTRY

An AatmaNirbhar Dream

Creating World Class Gaming Content in India

01

National Vision

02

About AIGF

04

Industry Trends

08

India: A Future Leader



09

Challenges

11

Capital & Incubation

12

Game Design

14

Leveraging Technology

Online Gaming Industry

NATIONAL VISION



**Hon'ble Prime Minister
Shri Narendra Modi**

“भारत मोबाइल गेमिंग को लेकर दुनिया के टॉप 5 मार्केट में से एक है। आंकलन है कि आने वाले दो सालों में, ये सेक्टर 3 लाख करोड़ का हो जायेगा। अब मुझे बताइए, ये गेमिंग हम बच्चों को रोक नहीं पाएंगे। परिवार में बच्चा मोबाइल फोन पर गेम खेल रहा है, नहीं रोक पाएंगे। लेकिन क्या हमारे बच्चे खर्च कर के विदेशों से आई हुई गेम्स खेलेंगे कि हिंदुस्तान भी कुछ करेगा?”

तो इसलिए हमारे देश की प्रतिभा को मौका मिले, इनोवेट करने का अवसर मिले, इस सेक्टर में **क्रिएट इन इंडिया और ब्रांड इंडिया** को सशक्त करने का पूरा पोटेंशियल है।”

- Hon'ble PM's Address on Aatmanirbhar Arthyavivastha

Online gaming will be a cornerstone of Digital India and contribute to the vision of \$1 trillion digital economy

A b o u t

AIGF

- **All India Gaming Federation** is the **oldest, largest and most diverse industry body and self-regulatory body** for online gaming in India.
- **AIGF** represents more than **130 online gaming companies across all gaming** types including esports, fantasy sports, card games, social games, etc. and **multiple game developers**, including Studios making AAA games..
- **AIGF** covers the **full spectrum of gaming ecosystem from game developers and studios to platforms and publishers**, including multiple small and medium enterprises.
- **AIGF regulates all revenue formats** of gaming – free to play, freemium, pay to play and play to earn.



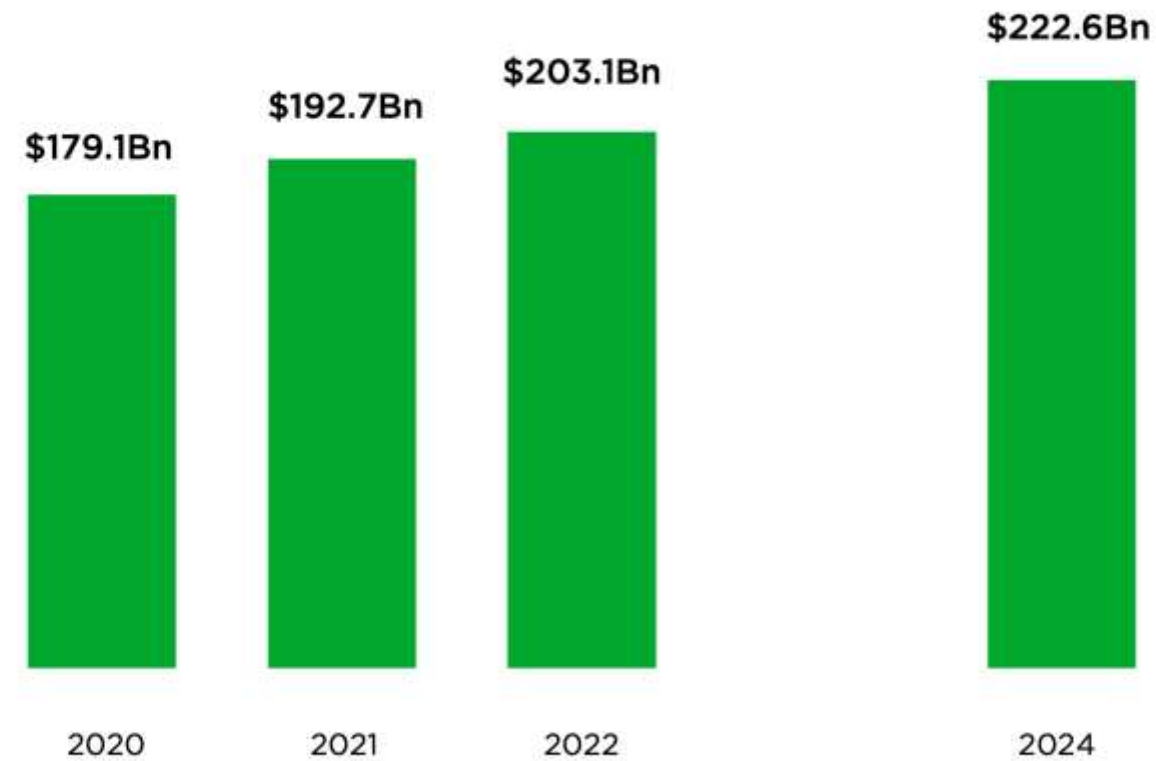
Online Mobile Gaming Industry

GLOBAL TREND



Global Games Market Forecast

Forecast Toward 2024



+5.6%

Total Market CAGR
2020-2024

Our revenues encompass consumer spending on games: physical and digital full-game copies, in-game spending, and subscription services like Xbox Game Pass. Mobile revenues exclude advertising. Our estimates exclude taxes, secondhand trade or secondary markets, advertising revenues earned in and around games, console and peripheral hardware, B2B services, and the online gambling and betting industry.

Source: ©Newzoo | Global Games Market Report | April 2022
newzoo.com/globalgamesreport

Online Mobile Gaming Industry

COMPARITIVE GROWTH

Revenue by Sector (\$bn)



Gaming
(Global, all platforms)



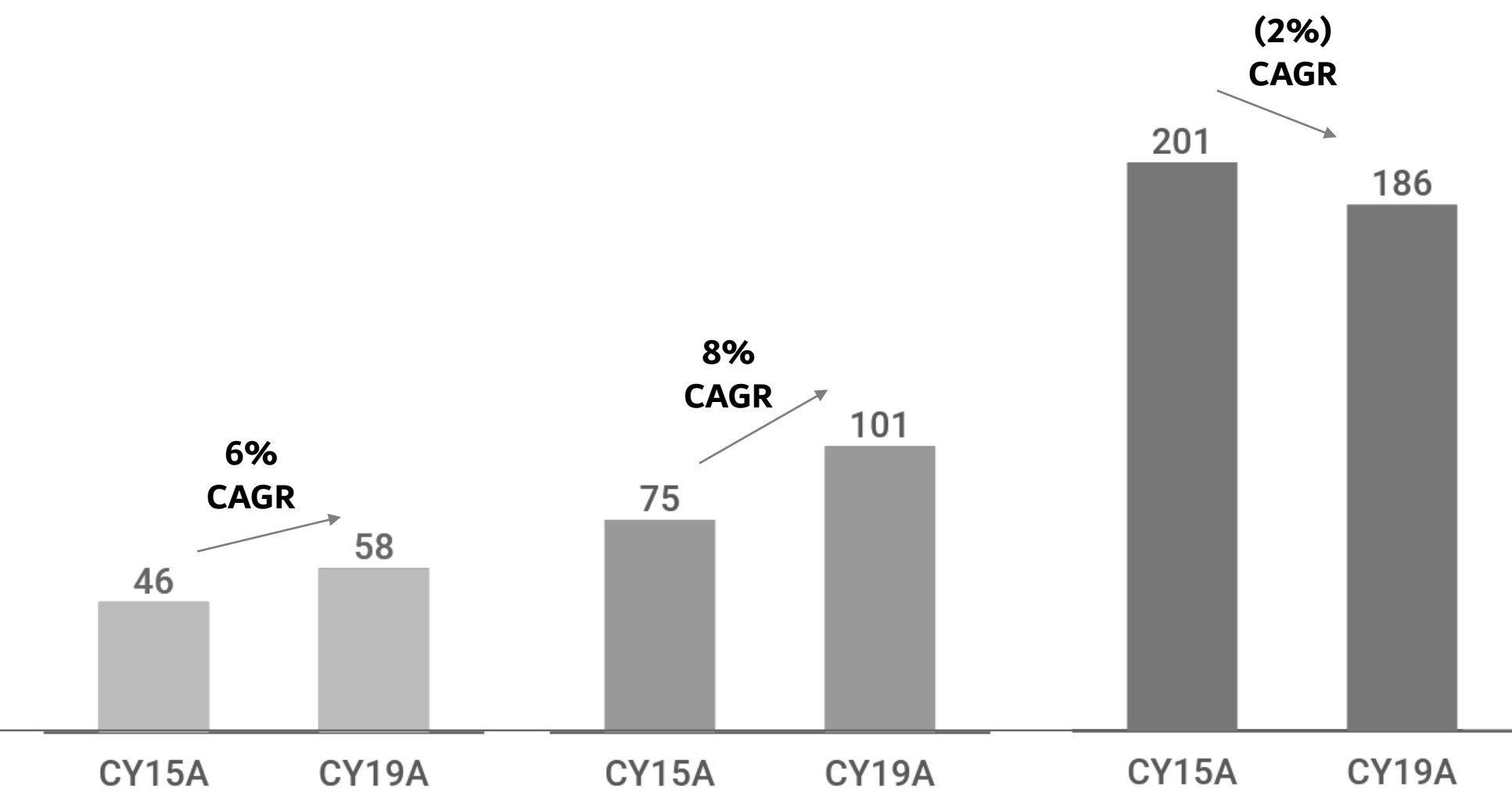
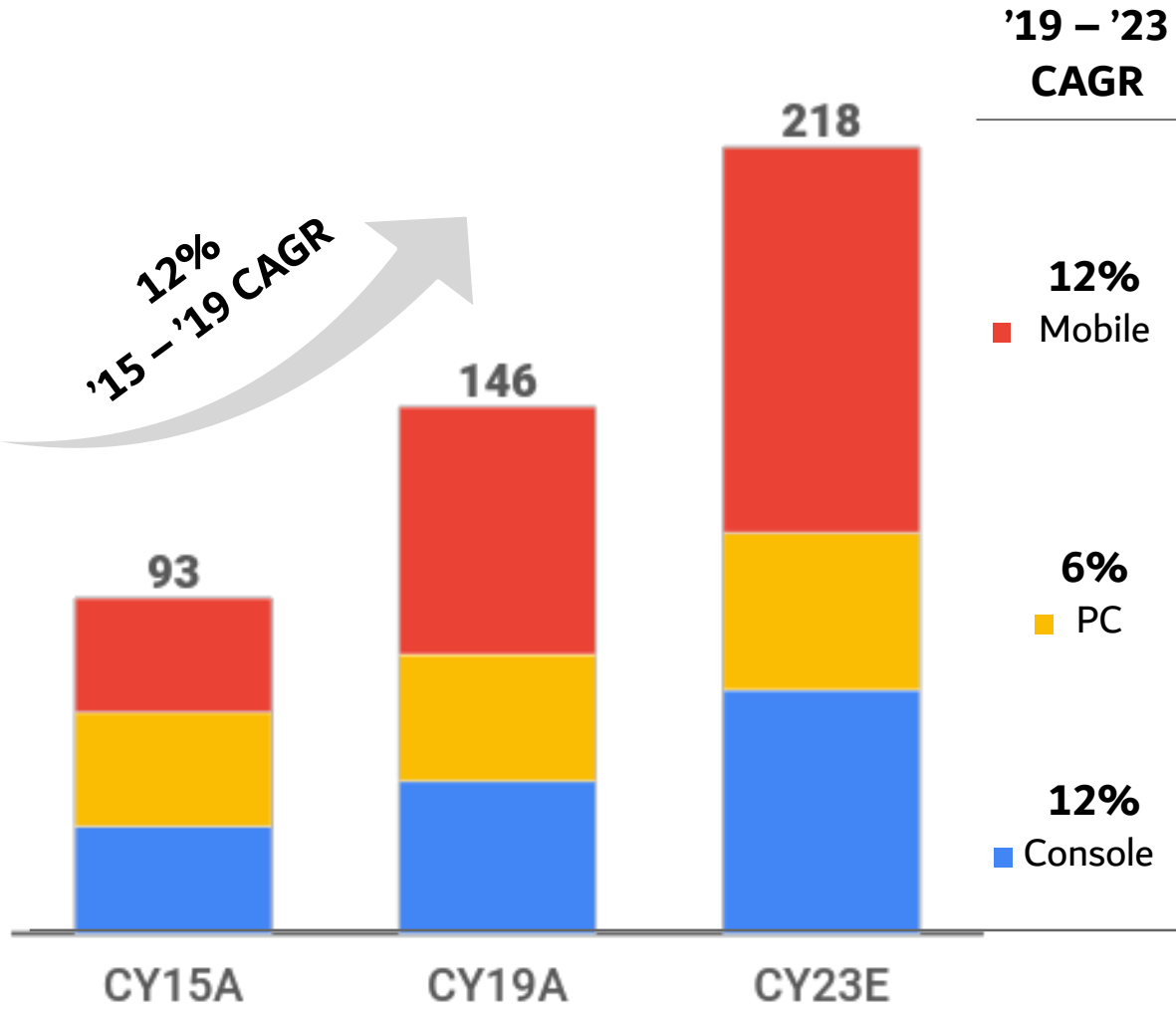
Music
(Global Recorded and Live Music)



Film (Home and Global Box Office)



Television
(Cable, Satellite, IPTV, DTT)



Online Gaming Industry

GROWTH STORY

Indian online mobile gaming is a \$1.5 billion sunrise sector with **38% CAGR** and set to reach **\$5 billion by 2025**⁽¹⁾



Revenue in billion dollars. *Estimated.

FDI, Revenue to State and Employment⁽²⁾



INR 17,500 crores investment (2015 – now)



INR 60,000 crores (estimated **tax contribution** between 2020-2025)



10 lacs potential jobs

A Contributor to Startup India⁽³⁾



>950 gaming startups



3 Gaming Unicorns



15k Developers

Online Gaming Industry

INDIA v WORLD

Leading International Games



82m Daily users
\$2.5B spend



43m Daily users
\$2.3B spend



4m Daily users
\$1.8B spend



13m Daily users
\$1.2B spend

Indian Gaming Sector



400 million users
\$2.0 - 2.5 Bn revenue

Currently, the entire India online gaming ecosystem's revenue is equivalent to the revenue of one leading international gaming title

Unlike the west, Pay to Play (P2P) is the dominant form of gaming that drives Indian players and 75% of all gaming revenue in India comes from P2P⁽¹⁾

Online Gaming Industry










INDIA v WORLD

Top grossing

Top free

Top grossing

Top paid

1	 Free Fire MAX Action 4.2 ★	4	 Teen Patti Octro- 3 Patti Game Card 4.4 ★	7	 Clash of Clans Strategy 4.5 ★
2	 Coin Master Casual 4.4 ★	5	 Call of Duty Mobile Season 3 Action 4.2 ★	8	 Evony: The King's Return Strategy 3.7 ★
3	 Candy Crush Saga Casual 4.4 ★	6	 Gardenscapes Casual 4.3 ★	9	 Genshin Impact Adventure 4.5 ★










There is hardly any Indian title in the list of top grossing or top paid gaming apps in popular app stores.

Top paid

Top free

Top grossing

Top paid

1	 Grand Theft Auto: Vice City Arcade 4.3 ★ ₹121.00	4	 Stickman Legends: Offline Game Action 4.4 ★ ₹10.00	7	 MONOPOLY - Classic Board Game Board 4.0 ★ ₹99.00
2	 Grand Theft Auto: San Andreas Action 4.5 ★ ₹182.00	5	 Minecraft Arcade 4.6 ★ ₹690.00	8	 1 Rupee Arcade 3.3 ★ ₹3.00
3	 Hitman Sniper Action 4.1 ★ ₹30.00	6	 RFS - Real Flight Simulator Simulation 4.2 ★ ₹29.00	9	 Shadow Knight: Ninja Assassin Action 4.5 ★ ₹15.00

Online Mobile Gaming Industry

INDIA: A FUTURE LEADER

➤ Mobile First for India Opportunity to Compete Globally

India currently has 1% market share of online gaming industry as compared to 23% and 25% share of USA and China, respectively.

However, with 38% CAGR and 86% share of mobile gaming within domestic market, **India can become the market leader in “Mobile Gaming”**.

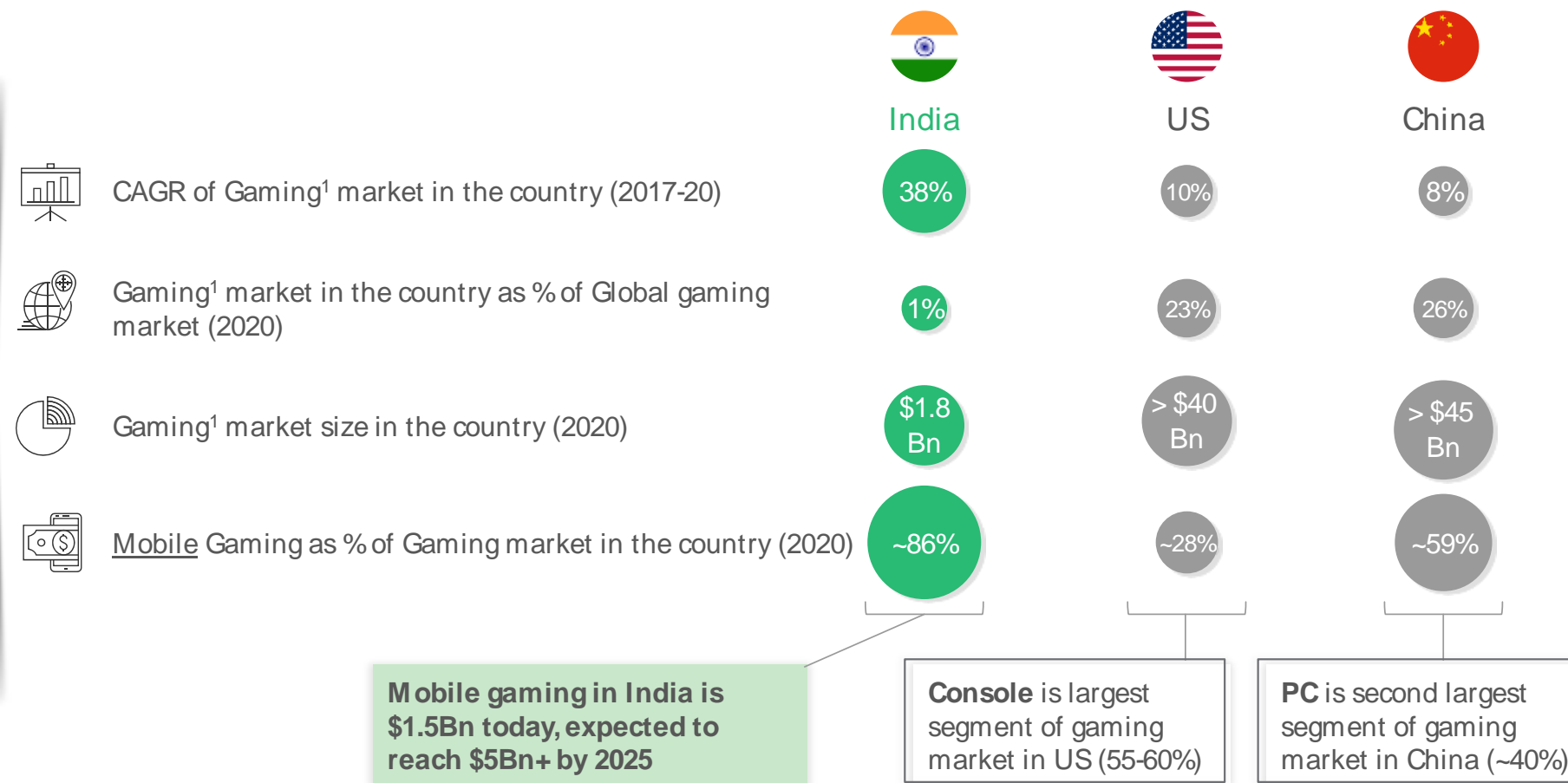
➤ Consolidation in Global Gaming Industry India needs to find its response

Large **foreign companies** are consolidating to create a **concentrated market**.

China’s Tencent is the biggest gaming company globally, and one of the biggest investors in leading foreign game studios, which have the most popular games in India currently.

Recently, Microsoft acquired Activision Blizzard for \$68.7 billion, Sony bought Bungie for \$3.6 billion.

However, with **incentives and strategic support** for the sector, Indian companies will rise on the global stage and help in competing with Chinese and western companies, especially in the mobile gaming space.



1. Including console, PC and mobile gaming
Source: Industry experts, Magna Global, PQ Media, Ovum, NewZoo, BCG Analysis

Infographic credit: BCG-Sequoia Report

Creating World Class Content

CHALLENGES

- Lack of AAA games development studios due to low capital risk appetite
- Inability of an average Indian Gamers to afford high specification gaming equipment
- Low average spends per user per year
- Lack of competitive opportunity and support infrastructure for Esport ecosystem
- Lack of capacity in game design, behavioural analytics, data driven design, fast iterations etc.



Price of High-end Gaming
PC / Console **1,500 \$ / 700 \$**



INR 1640 / Year

Average money spent by Indian gamers (20\$ per year)*



Largest Esports Prize pool was 40,000 \$ (The International 2021)

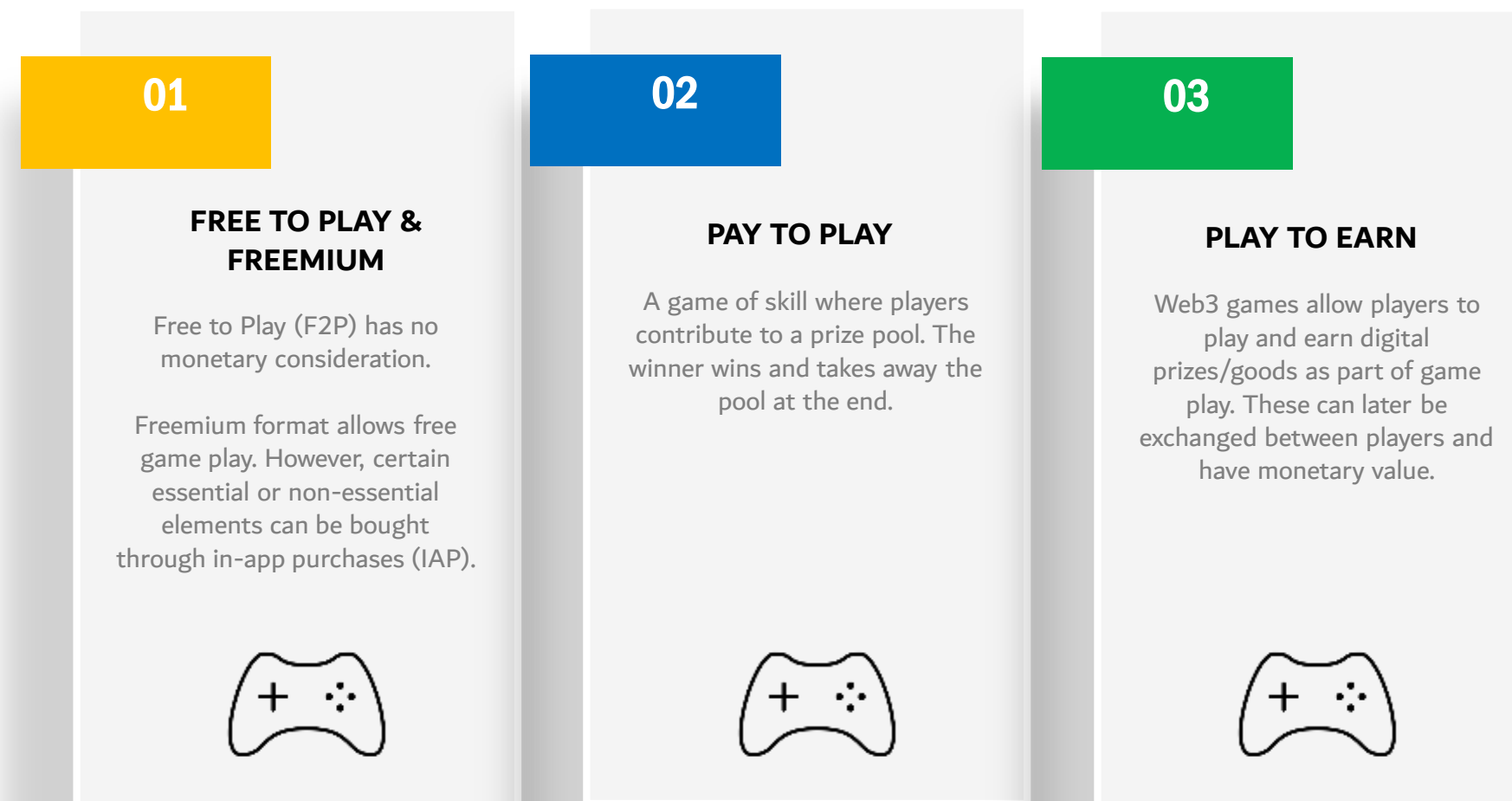
Online Gaming Industry

REVENUE MODELS

Classification of Online Games

Type & Format

An online game can be classified into multiple formats depending on whether and how monetary consideration is involved.



Games for India & World

CAPITAL & INCUBATION

- ① **Increasing access to capital through FDI, Incentives, financing schemes etc to develop AAA titles in India**
- ① **Dedicated gaming startup incubation centers**
- ① **Increasing Industry Mentorship and partnerships**

Games for India & World

GAME DESIGN

- ① **Hunger for Indian themes especially Indian culture and mythology. 82% prefer Indian mythological themes.**
- ① **Develop the capacity to analyse gamer behaviour/ preferences and iterate faster.**
- ① **Develop content that are playable in Esports events and is streamable.**
- ① **Push for AAA titles along with casual games focused on smart phone. PC and console share to increase.**



Clockwise: Kurukshetra Ascension, Raji, Indus Battle Royale, Age of Empires II DE: Dynasties of India

ASPIRATIONS



Gold for India Esports as medal events

Esports will be a **medal sports** from 2022 (2023) **Asian Games**.

Commonwealth Games will have esports as demonstration sport for this year's (2022) edition.

International Olympic Committee (IOC) organized the first **Olympics Virtual Series** (OVS) in lead up to 2021 Tokyo Olympics and is strongly contemplating esports as medal events for 2028 LA Olympics.



Games for India & World

LEVERAGING TECHNOLOGY

- ① Focus development on 'Mobile First' approach
- ② Develop Indian IP in relation to game engines, analytic tools, generative AI.
- ③ Leverage 5G and Cloud Gaming to benefit from India's unique situation.
- ④ Double down on Indian gaming community through streaming platforms, gaming influencers, professional players and entertainers.



THANK YOU

dhruv.garg@aigf.in | www.aigf.in | roland@aigf.in