

September 05, 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 September 05, 2024, titled “Nazara Technologies partners Government of Telangana to Launch Nazara AI Center of Excellence (CoE)”.

This is for your information and records.

Thanking You.

Yours Faithfully,

For Nazara Technologies Limited

Rakesh Shah
Chief Financial Officer

Encl: As above



Nazara Technologies partners Government of Telangana to Launch Nazara AI Center of Excellence (CoE)

Hyderabad, September 5, 2024 — Nazara Technologies, India's leading and only listed diversified gaming and esports company, has signed a landmark Memorandum of Understanding (MoU) with the Government of Telangana. Through this strategic partnership Nazara aims to establish a pioneering AI Center of Excellence (AI CoE) focusing on gaming and digital entertainment, positioning Nazara as a leader in AI-driven gaming and digital entertainment space and Telangana as a global hub for AI innovation.

The Nazara AI CoE will drive research, development, and innovation in areas such as gaming, interactive media, gamified learning, and other digital content, leveraging cutting-edge technologies like AI, VR/AR, blockchain, and Web 3.0. By fostering policy development, supporting startups, enhancing skills, and engaging global expertise, the Nazara AI Center of Excellence aims to empower a dynamic and inclusive community.

Nitish Mittersain, Jt. MD & CEO, Nazara Technologies, said: "Telangana's proactive approach in fostering industry growth through public-private partnerships and policy development has created the ideal ecosystem for this initiative. This collaboration will enable Nazara to further our mission of integrating AI and emerging technologies across our diverse portfolio, positioning us as a leader in AI-driven innovations in gaming and digital entertainment."

Hon'ble Minister for Information Technology and Industries, Mr. D. Sridhar Babu, said: "This partnership with Nazara Technologies, a leader in Indian gaming, marks a significant step in positioning Telangana as a global leader in AI-driven digital innovation. The Nazara AI CoE will empower startups, enhance skills, and attract cutting-edge technology investments, creating a diverse and dynamic ecosystem. By joining forces with Nazara, we are committed to driving economic growth and setting new standards in responsible AI applications in gaming and beyond."

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, 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/>

For more information, please contact:

- **Nazara Technologies:** Sharmilee Daru | sd@sharmileedaru.com | +919820699724
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