

Dangal Games partners with Gridlogic to create a World Class Gaming Experience for Online Rummy in India

New Delhi- 19 February, 2022: Skill-based gaming platform Dangal Games today announced a strategic partnership with Gurugram-based diversified technology services group Gridlogic.

The partnership brings together Dangal Games' high-on-feasibility gaming portfolio and Gridlogic's best-in-class technology solutions, which include its most advanced game hosting platform. With player liquidity under control, Dangal Games users will now be able to play online rummy in a seamless fashion.

India currently has 425 million gamers who play across three broad gaming channels, participating in various game segments and genres. According to 'India Gaming Report 2021 by Lumikai and Redseer, the Indian gaming market is poised to reach \$7 billion by the financial year 2026 (FY26) from the current market size of \$2.2 billion. Currently, real-money games are the largest source of revenue for the market. It is projected that in-app purchases will grow faster for the next five years at 30-40%, with the rise of paying users in casual and hyper-casual gaming.

Keeping the massive potential of online gaming in mind, this collaboration is a step in the direction to expand Dangal Games' roster of real money games and amplify its presence in the fast-growing, online rummy gaming segment.

Commenting on the partnership, Varun Mahna, Founder and Chief Executive Officer of Dangal Games said, "The Indian online gaming industry is growing at a rapid pace. As online gaming becomes a key tenet of leisure and entertainment, users are looking for distinctive experiences. In our endeavour to provide a platform that not only entertains but is advanced enough for the in-person sports lovers to engage with, we are delighted to announce our partnership with Gridlogic."

Adding further he said, "As part of the partnership, Dangal Games aims to propel its presence in the gaming world by making the launch of online rummy on our multi-gaming app a success. Gridlogic's years of experience in developing state-of-the-art game hosting platforms will certainly play a crucial role in building a strong rummy brand under our banner".

Pariekshit Maadishetti, Managing Director of Gridlogic said, "The online rummy space is one of the most popular ones when it comes to real money, skill-based games in India. Although fast-growing, it is an extremely difficult space with diverse customer profiles and varying enabling infrastructure across the country. To cater to this set of customers, Gridlogic utilises Artificial Intelligence, Extended Auto Play and Smart Correction to eliminate customer pain points and offer a seamless gaming experience to customers online."

He added, "We are proud to join hands with Dangal Games by sharing a hosting platform for rummy. We expect our technology solutions to establish a relationship of mutual benefit and

are confident in facilitating Dangal Games to become a platform of choice for online rummy users,”

About Dangal Games

Dangal Games is an online gaming technology company that offers an “Unified Gaming Platform” providing users with access to 20+ skill-based games encompassing genres of Card Games, Fantasy Sports, E-Sports and Casual/Hyper Casual Segment using a single sign-on and single wallet. The app combines a friendly user interface and new-age design innovation to offer a medium that’s beyond the mainstream sources of entertainment. Its constantly expanding gaming portfolio currently includes multiple exciting games like Poker, Call Break, Fantasy Sports including Cricket and Kabaddi, 8-Ball Pool and more. Players can enjoy these games and win real money incentives with their skills.

Launched in 2017, Dangal Games is committed to the highest standards of technological augmentation, with its values rooted in gaming fanaticism. Working with a data-driven mindset has helped the brand in scaling to the current user-base of 1 million+. The exponential growth can additionally be traced in multiple collaborations with celebrities for promotions, along with international studio alliances for technological advancements. By harnessing industry-leading technology along-with utilizing its gaming expertise harnessed over the past 4 years in the online gaming industry, Dangal Games aims to become an all-around entertainment option to an increasingly gaming-enthusiastic country.

<https://dangalgames.com/>

About Gridlogic Group

The Gridlogic Group is a Gurugram-based diversified technology services group with interests in gaming, data management and business transformation with a presence in the United Kingdom and Singapore as well. The group owns the Taj Network, India’s largest B2B supplier of online skill and casual games, and offers Skill Games, Casual Games, Platform for Online & Offline industry, Marketing, Payments aggregation. It is also the company behind the supremely popular Taj Rummy online games with interests in various emerging sectors.

Started in the year 2008, Gridlogic Group has enabled millions of players, technology clients and partners, to ride the digital wave in creating value for all stakeholders. The group has been a market leader in producing innovative next-generation technology for the regulated & emerging markets. It delivers end-to-end solutions to world-leading brands and brought artificial intelligence (AI) into skill gaming as innovation.

For more information, please contact media@gridlogic.in