

## Indiagames inks pact with Microsoft, will e-tail Xbox 360, Co-branded gaming tournament and community building initiatives on the cards

*Indiagames Ltd has formed a unique partnership with Microsoft Entertainment & Devices Division for its powerful next generation gaming and digital entertainment system, the Xbox 360. Indiagames will now offer the Xbox 360 along with the latest range of Microsoft peripheral devices, like-keyboards, mice, gamepads, joysticks & webcams at a special price to its online 'GoD' subscribers. These will be the 1st set of products that will be sold through Indiagames' new virtual shopping portal- "IGShop."*

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Taking gaming based entertainment to the next level, India's preferred online and mobile games company - Indiagames Ltd., has formed a unique partnership with Microsoft Entertainment & Devices Division for its powerful next generation gaming and digital entertainment system, the Xbox 360. The collaboration with Microsoft will entail a host of co-branded gaming tournaments as well as building vibrant gaming communities across India. With this partnership, Xbox 360 and other Microsoft peripherals will be the first set of products that will be sold through Indiagames' new virtual shopping portal- 'IGShop.' Indiagames will now offer the Xbox 360 along with the latest range of Microsoft peripheral devices, including keyboards, mice, game pads, steering wheels, joysticks and web cameras at a special price to its online 'Games-on-Demand' subscribers. Both Indiagames and Microsoft have existing gaming communities in the form of Tadka Live and Xbox live respectively.

Commenting on this unique partnership, **Mohit Anand, Country Manager, Entertainment & Devices Division, Microsoft India** said 'We expect this partnership to fuel the gaming boom in India by bringing to gamers, the best-of gaming content as well as attractive price points to get hold of their very own Xbox 360 console. More so as gaming becomes a more integral part of the digital lifestyle today, more and more consumers are leveraging the online platform for making more informed choices. In this respect, Indiagames provides the best medium for reaching out to current gamers as well as gaming enthusiasts across the country.'

**Vishal Gondal - CEO, Indiagames** said, 'Our policy has always been to partner with the best in the industry. As part of our on-going initiatives for enhancing consumer experiences, we aim to offer the best in computer peripherals from Microsoft to members of our 'Games-on-Demand' service at attractive prices. Gamers thrive on competition and interacting with their peers through communities. Our collective experiences on this front will offer Indian gamers something unique to look forward to. We are very pleased to begin IGShop with Microsoft products. We will soon add more products to IGShop, giving gamers a single platform to source world class products.'

The Indiagames Games on Demand service is a subscription based online PC gaming service featuring over 300 international quality games including Microsoft's Age of Empires amongst others. Indiagames has launched the service with leading Indian broadband providers like Airtel, BSNL, You Tele, MTNL and Tata VSNL. The service can also be accessed through its online gaming portal [www.indiagames.com](http://www.indiagames.com) and caters to gamers of all skill levels and has subscribers from across the country, making high quality PC games available to the masses at an affordable price.

**- END -About Indiagames**

With over 270 professionals based in Mumbai and Los Angeles, Indiagames led by Founder, CEO Vishal Gondal, is primarily engaged in publishing and developing games across Mobile, PC, Consoles and the Internet on various platforms including Java™, BREW™, I-Mode™, Flash Lite™; Symbian™; and OpenGL™ES. As the No.1 game developer and publisher in India, Indiagames controls around 50% of India's game-related wireless value-added services market and is a global top 20 wireless VAS brand (Source: IGN Survey 2005). The Company has long standing licensing deals with major Hollywood studios like Universal, Fox and New Line Cinema amongst others and direct partnerships with about 80 mobile operators globally spanning 67 countries and 150 channel partners. Major licenses include Bruce Lee, Jurassic Park and 'The Office' while key global distribution channels include Verizon, Vodafone, Hutch and Airtel to name a few. The 'Games on Demand' service launched by the company in India is an industry first offering consumers a portfolio of PC games which inter-alia include Age of Empires, Toca Racing, Lara Croft Tomb Raider and Brian Lara Cricket. **About Xbox 360™;**

Microsoft revolutionized the gaming industry with the November 2001 launch of Xbox (<http://www.xbox.com>), its first-generation video game and entertainment system, now sold in 26 countries. Microsoft introduced its next-generation system, Xbox 360™, in the 2005 holiday season in Europe, Japan and North America, and launched the system in Australia, Colombia, Hong Kong, Korea, Mexico, New Zealand, Singapore and Taiwan in 2006. Xbox 360™; (<http://www.xbox.com/xbox360>;) is the most powerful video game and entertainment system, delivering the best games, the next generation of the premier Xbox Live online gaming service, and unique digital entertainment experiences that revolve around gamers. More information can be found online at <http://www.xbox.com/xbox360>;**About Microsoft India**

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software-any time, any place and on any device. Microsoft Corporation India Pvt Ltd. is a wholly owned subsidiary of Microsoft Corporation. It has had a presence in India since 1990 and employs over 4000 people across its offices in New Delhi, Mumbai, Bangalore, Calcutta, Chennai, Hyderabad and Pune.

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