

Gameshastra in limelight at GDC 2008, Impactful Address by Rahul Sandil, Win New Clients

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Speaking to an audience of over 150 studio executives at the 2008 Game Developers Conference in San Francisco, Rahul Sandil, President of Gameshastra, India's largest game services company in his speech Sandil pointed though the concept of outsourcing was relatively new, game developers have made significant strides towards outsourcing all aspects of the game development process even though doubts about the process still lingers in the publishing industry. He also emphasised on building stronger outsourcing strategies to expand business opportunities.

Following his presentation, Sandil said the panel discussion brought forward, noteworthy questions about offshore outsourcing especially on issues related to cultural fitment, cost savings and efficiencies in execution were put forward to the panel. 'Overall the Games industry demonstrated that it is moving up on the maturity curve for outsourcing and there is now a determined strategic intent when Studios carve out their outsourcing strategies.'

After winning the prestigious Red Herring Global 100 award for the being one of the best technology startups in the world, Gameshastra's attracted wide attention at the Game Developers Conference Expo with a committed focus to become the premier outsourcing vendor in the game development business. Gameshastra notched over 120 qualified leads and closed on 6 new projects over the course of the conference.

Speaking about the GDC Conference, Prakash Ahuja, CEO Gameshastra remarked 'We look forward to such conferences as it provides us a platform to interact and network with people from the industry. We are very happy as we were one of the most talked about companies at the conference.'

'Outsourcing in the gaming industry has seen a tremendous growth in the last couple of years. It enjoys a significant role in game development that contributes immensely in reducing the development cycle for publishers and allows them to spend more time on the concept and commercial aspects'. He added

GDC is the largest annual gathering of professional video game developers, focusing on learning, inspiration, and networking. The event comprises an expo, networking events, awards shows such as the Independent Games Festival and the Game Developers Choice Awards, and a variety of tutorials, lectures, and roundtables by industry professionals on game-related topics covering programming, design, audio, production, business and management, and visual arts. The event hosted more than 18,000 game industry professionals last week at the Moscone Convention Center in San Francisco.

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About Gameshastra

Gameshastra, India's largest game services provider has been involved in game development, game art and game testing services for over two years, and has successfully handled projects for leading publishers and development houses globally. The company has established a state-of-the-art Game Services center in Hyderabad to extend game development services for all the gaming platforms -- Consoles, Handheld, and Online and offers development, art, and testing services. Gameshastra develops games for the Wii, Xbox 360, PC, Mac, Web, PSP and Nintendo DS, and also provides game testing, game art and 3D animation services. In addition to having a deeply engrained game development culture, Game Shastra utilizes some of the best development processes and project management systems available to deliver quality products' on time and within budget.

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