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Gaming — India Updates

Playfactory - Mumbai



The first 3D eSports Venue in India - Play Factory opened for Gaming community on Friday, 11th February 2011 in Oshiwara, Mumbai. The Venue has been carefully designed with a Gamer centric approach. It emerged as the solitary consolidated platform for all Brands to showcase technology, products and promotions to the entire value chain of the Gaming sector, viz.

Game Developers & Publishers
Hardware Manufacturers
International Leagues/ Championships
Game & Hardware Reviewers
Professional, Semi Professional and Casual Gamers

Youth-centric Brands, e.g. Consumer Durables, Telecom, Banking & Financial Services, FMCG, Technology & Lifestyle, etc.



Media: Newspapers & Special Interest Magazines, FM Radio, Online portals, TV
Play Factory's 'Gaming Ambassador' Ben Varghese shares his perspective "Gaming has become a pop culture phenomenon and is redefining entertainment. As it is said, that the experience of driving a car is to drive a Ferrari on the Freeway – similarly gaming is about a good system, quality equipment, and a good ambience to experience a high-res game. Play Factory marks the phase of gaming professionals as well as casual gamers - after years of silent-sea-gaming in India, finally the Gaming revolution begins!"

"Equipped with 24" LED full HD monitors, built to specification rigs from ASUS & CoolerMaster, Graphic Cards and 3D kits from nVIDIA, and the choicest accessories from Razer, the Venue promises to provide a world-class experience for the Gamer", said Nirav Nirmal (Technology Design & Operations).

"A specially designed area has been provided for brands to showcase new products and offerings apart from under-development products as well. Compelling advertising inventory has also been carved out, e.g. Ceiling hanging Flag style banners, Scoreboard Wall, Neon Signage, Banner Walls, etc. Play Factory will introduce & provide the Indian gaming community an international environment to foster a higher chance of success of our professional Gamers when they participate in world championships", explained Bhavya Parekh (Marketing & Business Development).

"Apart from providing a world-class gaming experience, Play Factory will develop into the venue of choice for various Gaming Leagues/ Championships, both Indian and International. The simple proposition will ensure a rapid uptake of our network model. Acendo & NRG have collaborated to execute a focussed business model developed and fine tuned over the last year. The active support of companies like Benq, Asus, CoolerMaster, Razer and nVIDIA, is an endorsement of our passionately held outlook. Also the invaluable experience in the entertainment sector of our Board including Sunaman Sood and Durga Jasraj, provides us with lateral inputs for the ever evolving business model to appeal to a larger ecosystem" says Neeraj Jaitly (Business Head).

In order to extend its commitment to the Gaming community, the new Play Factory Venue @ Oshiwara will offer a free Gaming weekend to celebrate the opening. Shortly, a tournaments calendar and various Play Factory Leagues will be announced.



Vinay Shetty (Country Head, Component Business, ASUS - India) says, "We're happy to associate with Play Factory on this unique initiative. 3D gaming is still at a nascent stage in India and the gaming industry here has a lot of untapped potential. These high end machines will feature ASUS motherboards and graphics cards to provide them with all the muscle required for powering high end gaming."

Rajeev Singh- Country Manager & GM, BenQ said, "BenQ & Nrg gaming have come together to have this highly specialized & one of its kind 3D gaming facility which is equipped with our latest cutting edge XL2410T- world's first 3D LED gaming monitors which have been introduced in India in Dec. 2010, With this BenQ has once again reinforced the commitment towards bringing the best technology to India and Gaming community as a whole."

Play Factory is an eSports Platform for the Gaming Community, providing world-class technology and infrastructure to enable the development of global participation. It is an initiative of Acendo (an asset management firm focussing on the Media & Entertainment sector) and NRG (the pioneer of eSports Venues in India, since more than 4 years)

