

Cricketing icon Dinesh Karthik joins Taj Rummy as its new brand ambassador ahead of the festive season

DK as the face of the leading online rummy platform Taj Rummy will further drive brand recall and bring millions of new players on the popular gaming platform in the upcoming festival season

New Delhi- 26th September, 2022: As India gears up for the festive season, Taj Rummy, India's leading skill based online gaming platform from the house of Gridlogic, today announced the onboarding of celebrated Cricket icon Dinesh Karthik as their brand ambassador to further drive brand recall and bring millions of new players on the popular gaming platform. As the brand ambassador for the flagship brand, DK as he is popularly known, will be the face of the popular rummy game and will be promoting the game across the digital space as part of the brand's marketing campaign.

With the tagline "Tu aaj ka player hai, Mai Taj ka Player hai", DK will be promoting the game through short advert films and his social media handles. This assumes significance as the entire country is looking forward to celebrating the upcoming festival season with family and friends and rummy has been the preferred choice of Indians. With Taj Rummy, players will get a seamless online rummy experience with big cash prizes, attractive offers and fully secure transactions.



(Cricketer Dinesh Karthik (left) along with Parieksht Maddishetty (right) pose for a picture on the sidelines of his onboarding as the new brand ambassador for Taj Rummy)

Commenting on the association with DK, Parieksht Maddishetty, Founder, Taj Rummy said, "India is one of the fastest growing online gaming markets in the world with millions of new and existing players turning to online rummy as a key tenet of their leisure and entertainment. At Taj Rummy, we are at the forefront of fulfilling players' evolving requirements with technology led games and have been maintaining our leadership position in this segment with our engaging skill based games. With DK, we found the perfect match for Taj Rummy as he is the perfect testament of a powerful performer, always strives to deliver the best for the country and is humble in nature, the key tenets of our brand. Both DK and Taj Rummy have a very loyal fanbase built over the years and

we look forward to a successful collaboration in bringing millions of new players on the platform further popularising ethical online gaming in India through dedicated marketing campaigns with him”.

Dinesh Karthik, Brand Ambassador, Taj Rummy said, “As the leading platform in the online gaming space, Taj Rummy has been the go to destination of users for its best-in-class experience and I found synergies in our vision of delivering the best for our audiences by going the extra mile. From building a robust technology platform to ensuring the entertainment and safety of its users, Taj Rummy and I share the same ethos of delivering the best for our audiences and I’m delighted to be a part of this journey. I hope to make a meaningful contribution to the game’s fast growing user base by further popularising it among players and create more advocates for ethical online gaming in India.”

He announced his association with Taj Rummy with a special video on his Instagram handle. Here’s the link-<https://www.instagram.com/p/Ci9bqDwoEcH/>

DK has been one of the most recognised faces in the world cricketing arena, having led his team to victory on multiple occasions, earning him a loyal fanbase and the tag of a finisher. He has played match winning knocks, which will play a crucial role in familiarising new-to-online gaming players to ethical gaming platforms like Taj Rummy.

Taj Rummy has also launched professional Playing Cards on India’s leading e-commerce platforms to enable millions of players access to high quality playing cards.

According to ‘India Gaming Report 2021 by Lumikai and Redseer, the Indian gaming market is poised to reach \$7 billion by financial year 2026 (FY26) from the current market size of \$2.2 billion. The report also added that the number of paid gamers in India will reach 235 million in 2025, from 95 million gamers in 2021 and 80 million in 2020. Real-money games are the largest source of revenue for the market, 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. India currently has 425 million gamers who play across three broad gaming channels and various game segments and genres.

Launched in 2013, Taj Rummy is one of India’s leading online rummy brands and platform with millions of players across the country and the flagship brand from the house of Gridlogic. It is India’s first online gaming platform powered by Artificial Intelligence that strives to provide the best-in-class experience to players playing the popular Indian version of the 13-card game and is available on web, mobile browsers, android and iOS. With a user-friendly platform offering single and multi player capabilities, it is the preferred platform for players looking for an exciting and rewarding online gaming experience.

About Gridlogic

Gridlogic is a Gurugram-based diversified technology services group with interests in gaming, data management and business transformation with 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 and Payments aggregation. It also offers state-of-the-art technological solutions to leading brands across the country. 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 has enabled millions of players and 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