

## Taj Rummy forays into fantasy sports with Cricket, aims to add 2 more games by Dec '21

- *Prolonged pandemic-induced pandemic fueled the adoption of online gaming in the past one year*
- *Upcoming second season of cricketing extravaganza from mid of September to drive further adoption and growth of the fantasy sports*
- *Giving additional gaming options to millions of Taj Rummy players across the country*

**New Delhi- 9th September, 2021:** Taj Rummy, India's leading skill based online gaming platform from the house of Gridlogic Group, today announced its foray into fantasy sports to cater to the fast growing demand for fantasy gaming in India. Starting with the most popular fantasy gaming format in India, Cricket, Taj Rummy will gradually expand into other fantasy sports by year end as well.

According to EY- All India Gaming Federation (AIGF) report 'Online gaming in India – The GST conundrum', online gamers in India are estimated to grow from 360 million in 2020 to 510 million in 2022 and is expected to reach \$2 billion by 2023 in revenues.

Industry reports also suggest that fantasy cricket is the most widely played online fantasy sports game and the primary motivation for playing fantasy sports is fun and excitement.

Taj Rummy's foray into fantasy cricket assumes significance on the back of a growing skilled based online gaming market and millions entering the fray ahead of the crucial cricketing season. In addition to this, the company will also provide gaming technology services to B2B customers operating in the online and fantasy sports arena in India and across the globe.

The fantasy cricket game has been built on years of experience of Taj Rummy in developing cutting edge games and technology stack for players and B2B customers across the globe. Using new age technologies such as artificial intelligence, the technology stack enables a seamless experience to players even with low internet bandwidths and handholds them in easy onboarding onto the game.

Fantasy sports is a form of skill-based online sports where a user creates his/her own team of real-life players from upcoming games and these virtual teams accumulate points based on the actual performance of players during real-life matches and winners are revealed accordingly.



**Pariekshit Maadishetti, Managing Director, Gridlogic Group which owns Taj Rummy, said,** “As India’s leading online gaming platform, we are committed to bringing the most exciting gaming experience to millions of our players across the country and are pleased to announce our foray into fantasy gaming sports with cricket. The launch of the Cricket fantasy game will offer a platform to millions of fans across the country to deepen their engagement with their favourite sport by creating their own fantasy cricket teams. Being one of the pioneers in skill based online gaming with Taj Rummy, we are pleased to expand our offerings to millions of our players across the country. This, coupled with the rising affinity towards online gaming, and clarity from the judiciary is helping bolster the fantasy gaming space in India and we are confident of becoming the preferred platform for players and partners with our user-friendly interface and AI-led platform. This will also propel growth for our B2B segment and help strengthen our stance as the global company from India leading the development of cutting-edge gaming solutions for the world”.

The launch of fantasy sports on Taj Rummy will also enable players to explore online rummy thereby expanding the user base for both the games. Interestingly, an increasing number of players from tier 2 and beyond cities are adopting online gaming and the addition of fantasy gaming is expected to further bolster the adoption of online gaming into smaller cities while bringing more metro customers into the fold.

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 group. 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 Group**

The Gridlogic Group 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, 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 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.

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