

E-Gaming Federation launches first-of-its-kind Manthan Series

- A platform designed to unite key industry stakeholders to discuss pivotal issues at the intersection of technology and policy

- Kicks off with key discussions on leveraging India's cultural heritage in gaming and aligning with new national initiatives to drive global innovation

National, September 19, 2024: The E-Gaming Federation (EGF), India's foremost skill-gaming industry body, has announced the launch of its **Manthan Series**, starting with a landmark inaugural session titled **'Create in India: Games as a Source of India's Soft Power'**. A dynamic forum designed to unite key stakeholders in the gaming industry aims to drive industry conversations and discuss pivotal issues at the intersection of technology and policy. The first event brought together industry stalwarts to examine how India's rapidly growing industry can strengthen the nation's cultural influence on the global stage.

An interactive session was graced by prominent dignitaries including **Armstrong Pame, Director, Ministry of Information & Broadcasting (MIB); Anurima Sharma, Director, Ministry of Information & Broadcasting (MIB); Gautam Chikermane, Vice President of Observer Research Foundation; and Rakesh Maheshwari, Former Group Coordinator and Scientist G- Cyber Laws Division, MeitY** among others.

India's online gaming sector is rapidly emerging as a global powerhouse, with 442 million gamers and a projected industry valuation of INR 231 billion by FY25. This growth highlights the sector's potential to significantly contribute to India's digital economy and global gaming influence. **Armstrong Pame, Director, MIB**, stated that the launch of EGF Manthan coincides with a significant milestone, as on the same day, the Union Cabinet approved the legal framework for establishing the National Center of Excellence for Animation, Visual Effects, Gaming, Comics, and Extended Reality (NCOE). He stressed the importance of the **'Create in India Challenge'** in fostering top-tier gaming content inspired by India's cultural heritage and previewed the upcoming World Audio Visual and Entertainment Summit (WAVES), which aims to unite India's media and entertainment sectors to drive innovation and enhance global recognition.

At the inaugural session, **Gautam Chikarmane, Vice President, Observer Research Foundation** emphasized the significant opportunity India has in the gaming sector, particularly through the lens of soft power. He acknowledged that through **'edugaming'** India's rich cultural narratives and storytelling traditions can be harnessed to create engaging gaming content with global appeal. By leveraging these unique narratives, Indian gaming can drive innovation and bolster India's cultural influence worldwide, positioning it as a key player in global entertainment.

Speaking on the launch **Anuraag Saxena, CEO of E-Gaming Federation** said, *"India's rich diversity in language, culture, and socioeconomic dynamics offers immense innovation potential. The EGF Manthan Series is a step towards uniting key stakeholders to explore gaming's role beyond entertainment and employment — as a crucial part of Viksit Bharat's vision. Through this we aim to spark meaningful dialogue, foster collaboration, and shape a future where India leads the world in gaming technologies, driving cultural influence and economic impact on the global stage, rather than following traditional tech trends."*

During the conversation, Anuraag pointed out that India has missed several technological waves in the past due to socio-economic factors. He stressed that the gaming industry represents a critical opportunity for the future and the sector has the potential to be a major growth area for India. He emphasized that India must seize this moment to establish itself as a leading player in the global gaming industry, leveraging its strengths in storytelling and cultural richness to overcome past missed opportunities and make a significant impact.

The EGF Manthan Series aims to become a cornerstone for strategic discussions by facilitating engagement among diverse stakeholders to drive innovative solutions and support the sector's continued growth. Looking ahead, the series will continue to spearhead industry dialogue with forthcoming sessions to further elevate India's position in the global gaming landscape.

About E-Gaming Federation (EGF):

The E-Gaming Federation (EGF) is a not-for-profit organization, founded under the Societies Regulation Act to protect consumer interest and self-regulate the Indian e-gaming sector. By developing a standard framework and operational guidelines based on the principles of safe, transparent, fair, and responsible gaming, EGF endeavors to build a unified voice shaping a favorable policy environment for regulated online gaming.

With an objective to bring a positive change in perception regarding the e-gaming industry, EGF endorses 'Responsible Play' to protect players by allowing them to minimize or stop indulging in gameplay beyond their means or for excessive periods. EGF-certified online gaming platforms offer responsible play features to the players that are intended to ensure a fair and safe online gaming experience while protecting players from any adverse consequences of online gaming.

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