



VIAAN INDUSTRIES LTD.

Racing Towards A Billion **Hearts**

11th June, 2021

To,
Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

REF: VIAAN INDUSTRIES LIMITED (SCRIP CODE: 537524)

Sub: Media Release

Dear Sir/Madam,

Please find attached herewith Media Release in respect of Game of Dot business.

Kindly take a note of the same.

Thanking you,

For **Viaan Industries Limited**

Ripu Sudan Kundra
(Also known as Raj Kundra)
Chairman
DIN: 01785303





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MEDIA RELEASE

Tendril Gaming takes over Game of Dot (G.O.D) from Viaan Industries



Viaan Industries extends their warm welcome to Tendril Gaming in the second innings of their flagship online cricket game G.O.D. (Game of Dot). G.O.D. was launched in 2018 and it has seen a spectacular organic boom since its inception. G.O.D has been one of the top-grossing real money games for Viaan Industries. Tendril Gaming Private Limited, a Chandigarh-based gaming company has acquired G.O.D from Viaan Industries and now has complete control over the intellectual property.

If you are a cricket fan who loves all the intricacies of the game, then G.O.D is the perfect game for you! G.O.D is inspired by the traditional 'spot-the-ball' game, but with a modern cricketing twist! All you need to do is observe the picture on your screen carefully and predict the position of the ball. Our cricketing experts will determine the correct position of the cricket ball on the image. Depending on how close you are to the judge's choice, you stand a chance to win daily prizes. G.O.D is an engaging platform for every cricket lover in India to use their knowledge of the game and put their skills to the test.

"Shane Warne once said, "For me, cricket is a simple game. Keep it simple and just go out and play. At Tendril Gaming, that is exactly what we have set out to do with G.O.D. : keep it simple and fun. We are delighted to take on the onus of developing G.O.D. into India's most loved cricket game. With God's grace and our passion, G.O.D will be the new trendsetter in the gaming industry", said Mr. Gagandeep Singh, the Managing Director of Tendril Gaming.



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“We are beyond excited to take G.O.D. forward and turn it into a nationwide phenomenon. Tendril Gaming prides itself on developing entertaining and fun online games that become viralsensations. We have always stayed on top of market trends and leveraged our extensive affiliate network to maximise returns for our stakeholders. With G.O.D., we are going to take it up a notch. Simply put, we envision G.O.D to have a place on every smartphone in India in the future”, said Mr. Inderjit Singh, Director and CTO of Tendril Gaming.

Adding to this, the Director of Tendril Gaming, Mr. Aman Arora said, “This is a milestone moment for Tendril Gaming. We are thrilled to have acquired a game like G.O.D. We are eager to execute some brilliant ideas that we have in the pipeline to make G.O.D. an inseparable part of every Indian’s life. With G.O.D, we want to celebrate the undying love & passion for cricket thatIndians have.”

Mr. Kunal Bhandari, Director - Tendril Gaming said, “At Tendril, we are always looking to pushthe boundaries of game development and distribution. G.O.D. is a new feather in our cap as we continue to set the benchmark in online gaming in India.”

Visit www.gameofdot.com to experience the game today!

About Tendril Gaming

Tendril Gaming Private Limited is a one-stop solution for game development and promotion. They specialise in building gaming applications and successfully bringing them to the market. Headquartered in Chandigarh India, the company is backed by an enthusiastic team of cricket lovers. They are committed to achieving excellence in the field of game development.

About Viaan Industries

The renowned entrepreneur Mr. Raj Kundra and Mrs. Shilpa Shetty, his celebrity wife, founded Viaan Industries Limited in Mumbai, India. The company has a strong national & global presence in the promising sectors of Entertainment, Gaming, Licensing, and Animation. The company’s vision is to evoke and drive lifestyle changes in the masses through technological innovation.