



VIAAN INDUSTRIES LTD

(Formerly known as Hindusthan Safety Glass Industries Ltd.)

Date:-17/08/2016

To,
BSE Limited
The Corporate Relationship Department
P.J. Towers, 1st Floor,
Dalal Street,
Mumbai – 400 001.

Sub: Press Release.

Ref:-Viaan Industries Limited (Formerly Known as Hindusthan Safety Glass Industries Ltd)
(BSE Scrip Code:- 537524).

Dear Sir/Madam,

This is to inform you the Company has launched Mobile games under its new division called Viaan Studio, the press release is enclosed.

Kindly take a note of the same.

Thanking you,

For Viaan Industries Limited
(Formerly known as Hindusthan Safety Glass Industries Limited)

Darshit Shah
(CEO/ Executive Director)
DIN No. 06614591





VIAAN INDUSTRIES LTD

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Viaan Industries Ltd Enters Mobile & Console Market with Viaan Studios

Viaan Studios set to develop titles for Android, iOS, Steam, and consoles

MUMBAI, India -- Aug. 17, 2016 -- Viaan Industries Limited, a listed entity at BSE, Scrip code: 537524 has entered game development and publishing through its new development-focused brand Viaan Studios. Leveraging its extensive infrastructure in Mumbai, Viaan Studios is set to develop and publish AAA games for the Asian and European markets.

In a study by market research firm RNCOS, the game market in India is poised to reach INR 18.5 billion (\$280 million) by 2017 and grow at a compound annual growth rate of nearly 24% during 2013-2017 period.

“We plan to target the 150 million mobile gamers in India with high-end, free-to-play games -- and we’ll also offer premium titles to the wider international game market,” says Mr. Raj Kundra, Chairman, Viaan Industries Ltd. “Developing games in India can play an important role in the growth of a nascent Indian development community -- in alignment with Prime Minister Narendra Modi’s ‘Make in India’ initiative. We plan to tap into the global game market by releasing new mobile games every quarter, entering partnerships in India, and developing AAA console games for the core market in the next two years.”

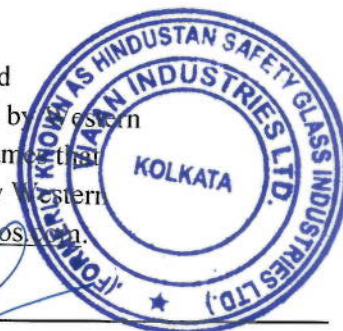
According to global market research and predictive analytics firm worldwide game market (all platforms) is expected to surpass \$90 billion by the end of 2016 -- with mobile games generating 37% of this number (ahead of desktop revenue for the first time).

About Viaan Industries Limited

Established in 1982, Viaan Industries Limited (brand name Viaan Mobiles) is a mobile handset business based in Mumbai, India. With its strong relationships with top handset manufacturers and a wide distribution network in India, Viaan is smartly poised to exploit the business potential offered by gaming sector. To learn more about Viaan Industries Limited, please visit <http://www.v-ind.com>.

About Viaan Studios

Independent AAA game developer Viaan Studios was founded in Mumbai, India by renowned entrepreneur Raj Kundra and top celebrity Shilpa Shetty Kundra. Inspired by games launched by Western studios, Viaan has assembled a top-notch team devoted to creating console, PC and mobile games that focus on epic storytelling and cutting-edge gameplay. Viaan is inspired by games launched by Western development studios. For more information about Viaan Studios, please visit <http://viaanstudios.com>.



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