



# VIAAN INDUSTRIES LTD

(Formerly known as Hindusthan Safety Glass Industries Ltd.)

Date:-31/01/2017

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

Sub: Press Release.

Ref:-Viaan Industries Limited (BSE Scrip Code:- 537524).

Dear Sir/Madam,

This is to inform that Viaan Industries Limited has tie up with Eros International for development of a game **“SNIFF”**, the detail of press release is enclosed.

Kindly take a note of the same.

Thanking you,

For Viaan Industries Limited

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





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## **Viaan Industries Ltd ties up with Eros International for a game development deal**

### **Viaan Industries Ltd to develop an arcade game for Eros' Trinity Pictures' first franchise Amole Gupte's spy-superhero film SNIFF**

**Mumbai, January 31, 2017:** Viaan Industries Ltd (BSE Scrip Code : 537524), a popular gaming company started by leading entrepreneur Raj Kundra and celebrity Shilpa Shetty Kundra has entered in to a game development deal with Eros International a leading global company in the Indian film entertainment industry.

The Company will develop an arcade game for Eros's Trinity Pictures first franchise- SNIFF directed by Amole Gupte.

A first for any Bollywood film, an arcade game for the spy-superhero film *Sniff* directed by Amole Gupte, will be developed by Viaan Studios (A division of Viaan Industries), leading AAA game developers. Eros will reserve full rights to exploit, publish and market the game especially designed for the film, slated to release on May 5, 2017.

Commenting on this unique venture, **Raj Kundra, Viaan Industries Ltd** added, *"Eros has always been a gamechanger in the industry and we are happy to partner with the studio to develop this unique arcade game that we hope will not*



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*only entertain but leave an indelible mark in the minds of gamers across the country”.*

**Ajit Thakur, CEO, Trinity Pictures** said, *“This exclusive arcade game is a natural progression towards delivering on our promise of building true franchises in India. We see good potential in Viaan Studios developing this customized arcade game, and not just another mobile game, which can be enjoyed by kids and adults alike. We will be soon launching the Sniff game for our audiences to experience the film’s characters and their exploits”.*

#### **About Viaan Industries Ltd**

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

For more details, please visit: [www.viaanstudios.com](http://www.viaanstudios.com)

For any further information, please contact:

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