



# VIAAN INDUSTRIES LTD

(Formerly known as Hindusthan Safety Glass Industries Ltd.)

## Viaan Industries Ltd. introduces the 8 team owners of Match Indian Poker League

### And Unveils the official Indian Team Jersey

MUMBAI: 9<sup>TH</sup> August, 2017

Match Indian Poker League (Match IPL) has sold all eight teams to leading figures in Indian business and entertainment.

The first eight teams are Ahmedabad Hearts, Bangalore Royals Delhi Aces, Goa Kings, Jaipur Jewels, Kolkata Diamonds, Mumbai All Stars and Pune Knights.

Match Poker is the skill-based variant of the world's most popular card game in which players compete for points in a team format. It combines the skills of an ultra-mind sport with current digital technology. Cards are dealt digitally and the game is played on smartphones and tablets, thereby eliminating the randomness of the cards and amplifying the skill. There is the Match Poker app that's available to download where poker enthusiasts can register to play and join the leaderboard. Top players stand a chance of being picked for one of the teams and could even go on to play for Team India.

The International Federation of Poker (IFP) is the international governing body for the sport and was declared WADA compliant earlier this year. It is an observer member of the International Mind Sports Association and an applicant for membership of the Global Association of international Sports Federations.

Commenting on the successful finalization of all 8 teams, **Mr. Raj Kundra, Chairman & Managing Director of Viaan Industries Ltd.** said:

*"Viaan Industries Ltd is all about creating value through strategic licensing deals and I am delighted to work with the International Federation of Poker on this tremendously exciting project. We have sold our inaugural 8 teams and look forward to hosting the event in Mumbai on 14<sup>th</sup> and 15<sup>th</sup> October 2017 of which the winning team will represent team Indian in the match poker world cup. I personally am very passionate about poker it's the perfect combination of everything I love: math, psychology and above all competition."*

#### About Match Poker

Match Poker is a team sport incorporating regular Texas Hold'em (albeit typically with a pot-limit pre-flop and no-limit post-flop structure). Teams are split onto different tables with one player from each team in each of the different seat positions. All players start each hand with an equal number of chips and receive their cards on a digital device. This allows the best players and the best teams to be identified. Each team's combined chips are compared after every hand and points allocated accordingly. Players reset their stacks and the next hand begins. To Learn more about Match Poker, please visit [www.matchipl.com](http://www.matchipl.com)





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## About Viaan Industries Ltd.

Viaan Industries Ltd. was founded in Mumbai, India by renowned entrepreneur Raj Kundra and top celebrity Shilpa Shetty Kundra. The Company has a strong and growing presence across the promising sunrise sectors of Entertainment (Gaming, Licensing, and Animation), Health & Wellness. Viaan has launched many products across fast growing business segments of Entertainment and Wellness. Both these verticals are spearheaded by the Raj Kundra & Shilpa Shetty Kundra who have vast experience and knowledge across these segments.

Our Vision is to drive a lifestyle change in masses through our health, entertainment & technology offerings. Our unique business offerings enable the stakeholders, distributors, customers to be a part of the Indian Growth story.

For more information on Viaan Industries, please visit: [www.v-ind.com](http://www.v-ind.com)

## For any Investor Relations query, please contact:

**Mr. Darshit Shah**  
**CFO & Director**  
**Viaan Industries Ltd**  
[Darshit.shah@v-ind.com](mailto:Darshit.shah@v-ind.com)

**Shivangi Bubna / Savli Mangle**  
**Bridge Investor Relations Pvt. Ltd.**  
**Phone : + 9 1 - 2 2 - 2 6 8 7 3 0 0 3**  
**Email: [shivangi@bridge-ir.com](mailto:shivangi@bridge-ir.com) / [savli@bridge-ir.com](mailto:savli@bridge-ir.com)**

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