



# VIAAN INDUSTRIES LTD.

**Date:- 14-11-2017**

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

Sub: Media Release.

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

Dear Sir/Madam,

We hereby enclose Media Release for Viaan Industries Ltd. presents inaugural season of Match Indian Poker League.

Kindly take a note of the same.

Thanking you,

For Viaan Industries Limited



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



# VIAAN INDUSTRIES LTD.

## Media Release

### Viaan Industries Ltd. presents inaugural season of Match Indian Poker League

#### 7 teams to participate in Season – 1

#### To be held in Mumbai on 17<sup>th</sup>& 18<sup>th</sup> November

**Mumbai, November 14, 2017:** Viaan Industries Ltd, a popular licensing, entertainment & wellness Company promoted by leading entrepreneur Raj Kundra and celebrity Shilpa Shetty Kundra is set to launch the inaugural season of Match Indian Poker League (MatchIPL). The event will be held on 17th & 18th November, 2017 in Mumbai and will be televised on MTV Channel two weeks later.

The Season-1 of MatchIPL will have seven teams with seven players and three substitutes (subs). A total of 100 hands will be dealt each day with scheduled breaks every 25 hands for captains to analyse their player's play and decide on subs. Every team will have one women as one of the team members who will be part of minimum 25 hands during the event.

Teams are scored on collective points each hand and after day two, the team with the most points will be declared as the winner & represent Team India in the Nations Cup.

Teams:

Ahmedabad Hearts  
Bangalore Royals  
Delhi Aces  
Goa Kings  
Jaipur Jewels  
Kolkata Diamonds  
Mumbai All Stars

Viaan Industries Ltd has sold each team for Rs 50 lacs each and the participating team has also paid Rs 50 lacs each as license fees for the said event. The prize money for the winning team is as below:

1. Team Rank 1<sup>st</sup> : 1.25 Cr
2. Team Rank 2<sup>nd</sup> : 75 lacs
3. Team Rank 3<sup>rd</sup> : 50 Lacs





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The Company hopes the event to be a huge success following which company shall add more teams in the Match Indian Poker league with increment in the franchise fees and license fees. The Winner of the league will represent Team India in Nations Cup scheduled during the first week of December in UK.

## 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).

**Commenting on the development, Mr. Ripu Sudan Kundra, Chairman & Managing Director, Viaan Industries Ltd. said:**

*"This is an ideal opportunity to put India on the global poker map. The winning team here will play as Team India at the Match Poker World Cup by International Federation of Poker." says, Raj Kundra, Chairman of MatchIPL.*

*I want to find the best poker players in India and give them a global opportunity. I want to see amateur and professional poker players going for international events across the world. India has over 1 million potential poker players and growing. If they are given an opportunity to go pro and make a living from playing professional, I see a huge potential for this sport to grow. We all know the kind of money top poker players make and this is a platform where they can hone their skills and go on to play international tournaments.*

*Poker is a sport and it's all about skills. Through this league we want to change the perception it's just gaming and gambling. We are confident that with this new league, we will succeed in attracting more and more youngsters to the sport"*





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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.

The Company's Vision is to drive a lifestyle change in masses through health, entertainment & technology offerings. Their 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:**

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