



## BREW® DEVELOPER CASE STUDY

### COMPANY:

**Indiagames Ltd.**

### HEADQUARTERS:

**Mumbai, India**

### FOUNDED:

**1999**

### OVERVIEW:

Indiagames Ltd. was founded by Vishal Gondal in 1999. The company is a leading mobile content provider and has to its credit, many innovative and exciting games that have earned accolades in the domestic Indian market and globally. Indiagames has been developing superior quality content for the BREW solution since 2004.

### WEB SITE:

[www.indiagames.com](http://www.indiagames.com)

### BREW DEVELOPER:

**Since 2004**





Indiagames Ltd. was founded by Vishal Gondal in 1999 with the goal of becoming a leading publisher of mobile games. Recognizing its potential, companies such as TOM Online, China's leading provider of wireless Internet and value added multimedia products and services, Macromedia Inc. and Cisco Systems Inc. in the U.S. have invested a total of US \$21 million in Indiagames to date.

Today Indiagames is one of India's foremost publishers/developers of mobile games, offering quality content across various platforms. Not only is Indiagames a leading developer of mobile games in India, but it also creates exciting content for the global market. The company has developed major international titles such as "Spiderman," "Predator," "Spy Kids" and "Buffy the Vampire Slayer" and NBC's "The Office," partnering with established names across the globe, including EA, Codemasters and Atari, to name just a few. In 2005, Indiagames collaborated with Swedish middleware provider Terraplay to supply server solutions for its connected and multiplayer games.

Due to its global efforts in mobile gaming, Indiagames has gained recognition for its outstanding applications at prestigious industry forums, including the International Mobile Gaming Awards in the year 2004. Additionally, the company was rated in 2005 among the "Top 100 Private Companies in the World" by leading technology magazine, Red Herring.

Indiagames joined the BREW developer community in 2004 when it collaborated with Verizon Wireless to launch the game "Zapper SUV Racing." In 2005, the company was honored with the "BREW Platinum Award" at the first ever BREW Developers Conference in India, for its innovative and industry-leading mobile game development. Indiagames has also been working with QUALCOMM's MSM6550™ chipset-based Slingshot device, an advanced gaming-friendly prototype reference platform, to develop advanced hardware-accelerated OpenGL ES-based 3D games

At Globalcomm 2006, Indiagames further expanded its portfolio with the launch of its 2006 calendar, wallpaper and ringtone applications developed for QUALCOMM's BREW platform. These new offerings marked Indiagames' expansion into other application markets beyond mobile games – furthering the company's reach in the mobile data industry.

"Every year, Indiagames sets new benchmarks for high quality applications that impress wireless subscribers in India," said Vishal Gupta, senior director, sales and business development, QUALCOMM India and SAARC. "Their accomplishments reinforce the potential that BREW holds for publishers and developers in this region and around the world. By empowering innovative developers like Indiagames with valuable resources and tools, the BREW solution enables them to maintain a competitive edge in the global wireless marketplace."

The company credits the versatility of the BREW solution for enabling it to deliver a wide spectrum of superior quality applications based on Hollywood and Bollywood films and celebrities, comic strips, sports and fantasy themes. The BREW solution provides developers with settlement services that reduce operating expenses and provide a quick-to-market approach. Further, QUALCOMM provides a comprehensive set of tools and support through its network of nine BREW Developer Labs in various regions throughout the world, one of which is located in Mumbai, India. The labs provide application testing and troubleshooting facilities, as well as a compiler and an application download server to enhance content development.

Talking about his experience working with the BREW solution, Vishal Gondal, CEO and founder of Indiagames says, "BREW's scalability and flexibility have been instrumental in allowing us to develop games that are exciting, unique and on the cutting edge of technology. Indiagames is extremely encouraged by the success we've achieved on BREW, with more than 40 percent of our revenues being generated from applications developed on this platform."

"The very fact that we have crossed the one million download mark on all of our games year after year speaks volumes on the popularity and compatibility of our BREW-based applications," he added.

In the near future, Indiagames is planning to launch a host of titles on the BREW platform, including "Buffy the Vampire Slayer 2," "Predator 2," "Pub Games," "Bruce Lee 2," "Street Marbles," "Championship Cricket" and other 3D multiplayer games for India. The company's 3D BREW games are optimized for QUALCOMM's Mobile Station Modem™ chipsets from the Company's Enhanced Multimedia platform, including the MSM6550 and MSM6275™.

The future holds tremendous promise for Indiagames. The company's goal is to create wireless applications that engage users from start to finish. With this vision, Indiagames has and continues to play an important role in strengthening India's presence in the global content development marketplace.

