



# Video Games in India

June 2025

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Mobile games are popular due to widespread access and local cultural elements

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Localised innovation crucial to resonate with Indian consumers

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Sony and Microsoft see falling shares due to hardware supply problems

99Games leverages engagement and content to bolster its presence in mobile games

NODWIN Gaming acquires Freaks 4U Gaming to expand its global reach

SuperGaming's Indus Battle Royale innovates with Indian cultural elements

#### CHANNELS

Retail e-commerce gains share in video games distribution

Video games hardware has the highest share of offline sales

Offline retailers integrate gaming to boost customer engagement and brand loyalty

Steam experiences user base growth as digital distribution dominates

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SuperGaming and WoodBee Toys succeed through innovation and cultural relevance

NODWIN Gaming expands through AFK Gaming, Trinity Gaming, and Freaks 4U Gaming

SuperGaming and Funskool launch innovative products to meet local preferences

## CHANNELS

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