

DHRUVA



INTERACTIVE

India's Premier  
Games Company

# Dhruva: Chasing the Indian Dream and getting the Middle Class to Game !

K. Rajesh Rao  
CEO  
Dhruva Interactive

E-mail: [rao@dhruva.com](mailto:rao@dhruva.com)  
Web: [www.dhruva.com](http://www.dhruva.com)

DHRUVA



India's Premier  
Games Company

DHRUVA INTERACTIVE

India's Premier Games Company

DHRUVA



INTERACTIVE

**Dhruva (dhru-va):** Indian name for the North Star, the star that shows the way.

Dhruva Interactive has pioneered game development in India and is the country's oldest and most experienced games company, developing and publishing games for PC's, videogame consoles and mobile wireless devices.

The Dhruva logo has a coiled up "D" and expresses the symbiosis of creativity and technology in games with rays indicating creativity (top left) and arcs & arrows indicating technology (bottom right). Dhruva colours are earthy and Indian.



# Some history

- March 1995 – Founded Srishti Interactive, a multimedia company focusing on multimedia based training systems for Education and Industrial sectors.
- March 1997 – Shift from Multimedia to game development – birth of Dhruva Interactive
  - Signed up for the Intel Tech Access Program to build real-time 3D game engine optimized for the Pentium2/AGP
  - Our first break – Mission: Impossible in Nov 1998
  - Can we ‘get it?’ - The Saloon game demo demonstrated our ability to produce high quality western content.
- 2002 – 2005: Building and consolidating the outsourcing business
- 2003 onwards – Commenced product initiatives for Mobile and PC/Multiplayer.



## Dhruva today - Snapshot

- Pedigree of 9 years in Console and PC games
  - Extremely successful as a production services provider for the videogames industry.
  - Strong relationships with leading game publishers such as Microsoft Game Studios, Electronic Arts & Codemasters
- Products: Mobile and multiplayer PC games
  - Product focus: mass-market oriented, not just games for gamers
  - Wireless games division is a top rated developer
    - Winner of FICCI Best Mobile Game award two years in a row.
    - Branded Content: Cricinfo, Maria Sharapova, Slyder, Charlie Chaplin
  - PC: First multiplayer online game releasing in 2006 – Pool on the Net



**PC online / MMOG  
games**

Original Indian content

**Services Business**

Long term partnerships  
with publishers and  
game developers

Vision

To be India's  
premier developer  
and publisher of  
mobile and online  
games

**Dhruva Mobile:**

Publishing and  
developing mobile  
games, focus on India

Dhruva is acknowledged as a leading provider of game development services in the World, known for its Quality, reliability and professionalism.

- Key Clients:



- Worked on around 12 blockbuster game titles over last 5 years. Most recent work: Forza Motorsport (Xbox), Project Gotham Racing 3 (X360) and Battlefield: Modern Combat (X360)

## Dhruva's opportunity:

- The Next generation platforms (Xbox 360, PS3) are here and games for these will need TWO to FIVE times as much time and money to produce, but retail price-points will not change. Outsourcing will hence be a necessity.
- Global spend on development is around \$7 billion, even if 20% is outsourced, that's \$1.5 billion.



# Early Products – Global markets

- We are a top rated developer of mobile games in the world – Branded games include Pat Cash, Charlie Chaplin, Maria Sharapova Tennis, Slyder™ and Phil Taylor Darts

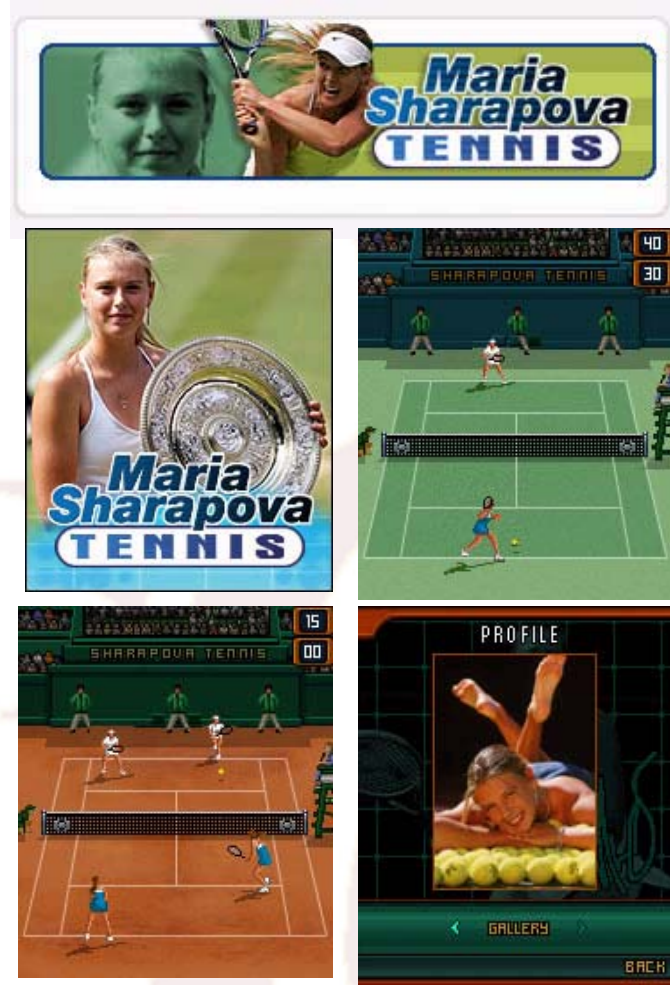


In Top 5 games on AOL's AIM games and Handango

# Mobile game - Maria Sharapova Tennis

Maria Sharapova Tennis has received great reviews and is acknowledged to be the best tennis mobile game in the market worldwide.

- **8/10** by Midlet Review (“Every once in awhile a truly great game comes up from the ranks and crowns itself as the king of mobile tennis games. Maria Sharapova’s tennis game is the current queen of the crop”)
- Rating of **90/100** by Mobile Game FAQ review (“Overall, a great tennis game .....
- **7.9/10** by Gamespot Review (“Maria Sharapova Tennis is both ambitious and entertaining, much like the player herself”)



Mobile game - **Slyder™**

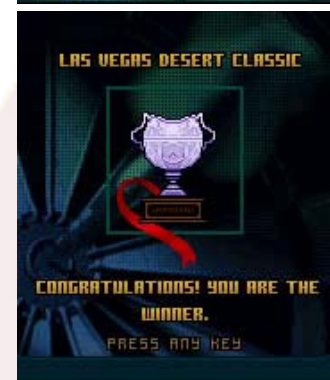
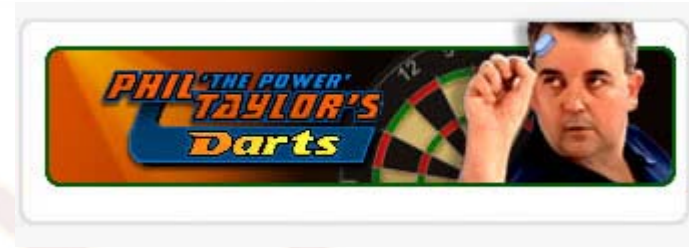
- **8.9/10** by ign.com (“This cute, clever puzzle will be your next addiction”)
- **7.3/10** by Gamespot Review (“.... Slyder will be a good game to add to your collection”).





# Mobile game - Phil Taylor's Darts

- “The best and only darts simulation I have ever seen”  
– What Mobile (July 2005)





# The market conditions in India

- The (well known) base stats:
  - 54% of India is below the age of 25
  - Indian Middle class will number around 300 ~ 350 million and growing
  - Indian economy growing at 7~8 %
  - 80 million cable TV households, 130 channels of TV ( from 1 national channel until early 90's)



# The market conditions in India

- Some socio / cultural / economic shifts
  - Changing mindset towards entertainment & spending
  - A whole generation has grown up with cable TV and the paradigm of ‘choice’
  - Youth have dumped ‘save’ ... the new mantra is ‘spend’ ... The ‘EMI’ effect (EMI: Equal Monthly Installments)
  - The ‘duality’ of the urban Indian – blending in the west with ‘local’ and ‘tradition’ – check out MTV in India to see the results of indigenization
  - The aspiring middle class in small towns and Rural India



# Getting Indians to Game – platform?

- The past was constrained by lack of installed base of:
  - PC's
  - Phones
  - What a 'console' ?
- Our big break: The mobile revolution
  - Will cross 100 million subscribers end 2007
  - One in 3 phones 'gaming enabled'
    - Data enabled and Java / BREW capable.



# India Products - Mobile

- Our Publishing philosophy and tilt:  
**‘high quality games for the mass market, delivering maximum bang for the buck’**
  - We want people to anticipate our games
- India strategy – Cricket, synergies with Indian film and music industries.
- Focus on ‘Connected’ Gaming.



# Cricket is Huge in India



Our revolutionary new product.....



Our vision for Genie:

Every cricket follower in the world  
should have the Genie on their phone



- Live Matches

- Live Score – Live score with Ball by ball data
- Live simulation – Ball by ball simulation (!!!)

- Statistics – basic stats for players and countries

- News – latest news from the world of Cricket

- Schedules – schedule of games worldwide

- Results – of recently concluded matches

- Trivia – contextual Q&A for current live matches

# cricinfo genie

Live cricket simulation  
on your phone!



The Ultimate Cricket **KILLER APP** for the mobile!!!

Does not need 3G - Designed to work on 2G networks and a large array of handsets



## Products -PC online/multiplayer games

- India will become a huge market in mid and long term. Broadband is taking off and so is home PC purchases
- Dhruva is the **only Indian company** with world class experience and pedigree in 3D game development and have the *inherent advantage of local knowledge* – We are best positioned to take lead with games made for India
- Our aim is be the first to launch a Massively Multiplayer Online Game (MMOG) with truly **original Indian** content

# Product - PC online/multiplayer games

- Our first product, Pool on the Net is almost ready and will be launched in 2006. This will be the first indigenous multiplayer PC game to be launched in India.

Screenshot of game, note that players can chat with each other



Setup profile



Select opponent online





## In closing....

- These are unprecedented times for us – introducing Indians to games and creating a market
- We are discovering the consumer and the consumer is discovering us – We are experimenting to learn.
- Size and speed of market creation will depend on:
  - Pace of Broadband and PC growth
  - The propensity of Indians to consume and accept Games as a form of mainstream entertainment
  - Local content will be a key influencing factor

DHRUVA



India's Premier  
Games Company

For more information about Dhruva:

visit [www.dhruva.com](http://www.dhruva.com)

(also read Tom Friedman's "The World is Flat")

**Thank You!**

K. Rajesh Rao,  
C.E.O., Dhruva Interactive.

E-mail: [rao@dhruva.com](mailto:rao@dhruva.com)  
Web: [www.dhruva.com](http://www.dhruva.com)

Ph: +91 80 2535 6644  
Fax: +91 80 2535 3151