



November 05, 2025

To
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code: 543280

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.
Scrip Symbol: NAZARA

Dear Sir/Madam,

Subject: Intimation of Press Release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed herewith the Press Release dated November 05, 2025, titled “**Nazara Technologies Limited – Brand Identity Announcement.**”

This is for your information and records.

Thanking you.

Yours faithfully,
For Nazara Technologies Limited

Arun Bhandari
Company Secretary and Compliance Officer

Encl. As above

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Nazara Technologies Limited – Brand Identity Announcement

November 5, 2025, India - Nazara Technologies Limited (“Nazara” or the “Company”), India’s leading diversified gaming and sports media platform, is pleased to announce the launch of its new corporate brand identity. The refreshed identity reflects Nazara’s evolution over the last 25 years and reinforces its long-term vision for building immersive, inclusive and globally relevant gaming experiences.

The new brand positioning is articulated through the tagline “Enter. Magic.”, representing Nazara’s commitment to creating interactive worlds that inspire, connect and entertain players across geographies, platforms and genres.

Speaking at the launch, Nitish Mittersain, Founder and CEO, said:

“Nazara began with a simple aspiration — to create meaningful experiences for gamers and creators. Over the years, we have grown into India’s largest gaming ecosystem with studios, IPs, publishing capabilities and a global presence. This new identity reflects both our journey and our future ambition: to build worlds where creativity and play come together in powerful ways. The next phase of Nazara will focus on deeper player engagement, strong original IP creation, and expanding our reach across international markets.”

The new brand identity will be rolled out across all company assets, platforms, communications and partner touchpoints over the coming weeks.

Nazara remains committed to strengthening its leadership position in the gaming landscape through innovation, strategic investments, global partnerships, and continued support for game creators and development talent.
