



November 12, 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 12, 2025, titled “**Nazara’s Subsidiary Absolute Sports Enters Pickleball, Acquires Mumbai Franchise in Indian Pickleball League.**”

This is for your information and records.

Thanking you.

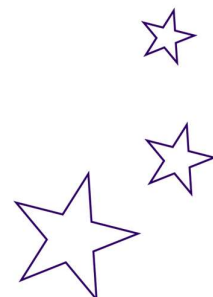
Yours faithfully,
For Nazara Technologies Limited

Arun Bhandari
Company Secretary and Compliance Officer

Encl. As above

Nazara Technologies Limited

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FOR IMMEDIATE RELEASE



Nazara's Subsidiary Absolute Sports Enters Pickleball, Acquires Mumbai Franchise in Indian Pickleball League

Mumbai, India, 12th November, 2025 – Absolute Sports Pvt. Ltd., a subsidiary of Nazara Technologies Limited and the parent company of **Sportskeeda** and **Pro Football Network**, has announced its entry into the fast-growing global sport of pickleball through the acquisition of the **Mumbai franchise** in the inaugural *Indian Pickleball League*.

The franchise rights agreement has been executed with **PWR Indian League and Tour Private Limited**, organizers of the league and strategically backed by **The Times Group**, one of India's largest media conglomerates.

Pickleball is one of the world's fastest-growing sports. Globally, the market is projected to expand from **USD 1.5 billion in 2023 to USD 4.4 billion by 2033**. In India, participation has surged **159% between 2019 and 2022**, driven by increased adoption across sport, fitness, and community recreation centers. The launch of the Indian Pickleball League is expected to propel the sport into mainstream fan culture and open meaningful commercial opportunities across media, merchandising, and grassroots engagement.

With exclusive rights to the Mumbai territory, Absolute Sports will build and operate the team, including its digital identity, brand, website, social channels, athlete marketing, and fan engagement programs. The franchise strengthens Absolute Sports' mission of bridging digital fandom with on-ground sporting experiences and aligns with its expansion strategy into high-growth sports ecosystems.

Ajay Pratap Singh, Director & CEO of Absolute Sports, said: “Our mission at Absolute Sports is simple, be where the fans are. Pickleball is no longer an emerging trend. It’s a global movement and is rapidly becoming a lifestyle and competitive sport in India. Securing the Mumbai franchise allows us to deeply engage with this growing community and leverage our expertise in content, storytelling, and fandom to build a team that the city can rally behind. This investment is perfectly aligned with our strategy of targeting high-engagement sports assets.”

Vineet Jain, Managing Director, The Times Group, said: “We are delighted to welcome Nazara as the owners of the Mumbai franchise in the Indian Pickleball League. Nazara has been a pioneer in gaming and digital sports entertainment, and their entry into IPBL is yet another signal of the exciting future of this sport. With their innovation-driven mindset and deep understanding of young India, we believe they will play a transformative role in shaping the league, inspiring fans, and building a strong and passionate pickleball community in Mumbai. Together, we look forward to taking the sport to new heights and creating a league that India will be proud of.”

With the Asia-Pacific region projected to be the fastest-growing pickleball market through 2029, this move positions Absolute Sports and by extension, Nazara Technologies — at the forefront of a new and rapidly scaling sports category.

About Nazara Technologies

Nazara Technologies is India’s only publicly listed gaming company. Its key businesses include Curve Games, Kiddopia, Animal Jam, Fusebox Games (Love Island, Big Brother), World Cricket Championship and Sportskeeda, along with offline gaming businesses such as Funky Monkeys and Smaash Entertainment. Nazara also operates Datawrkz, a digital ad tech business. With presence in India, North America, and other global markets, Nazara is building a global gaming platform with strong IP, publishing, and operating capabilities. Website: <https://www.nazara.com/>

About Absolute Sports Private Limited

Absolute Sports Private Limited, a subsidiary of Nazara Technologies Limited, operates leading global sports content platforms including Sportskeeda and Pro Football Network. With a focus on fan-centric storytelling, data-driven content, and digital community building, Absolute Sports connects millions of sports enthusiasts worldwide.

For more information, contact

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