

## Paytm First Games Partnered with Daraz to Expand into South Asian Markets



(May 20, 2020) -- **Paytm First Games (PFG)** announced that they have teamed up with **Daraz** to enter South Asian markets. They have launched premium gaming app in Bangladesh, and will soon enter into Nepal, Sri Lanka, and Myanmar.

Launched in 2012, Daraz is South Asia’s premier online shopping marketplace with 5 million consumers across the region. This partnership will help PFG get access to one of the fastest-growing gaming regions in Asia. Named as “**Daraz First Games**” (**DFG**), it will offer gaming content across different genres like casual and arena games that can be played in multiple formats. Soon, some fantasy games will also be included on the platform based on Bangladeshi gamers’ top preferences. Daraz will also launch a redemption center, where our customers can avail of a variety of services with the points earned by playing games.

PFG’s COO, Sudhanshu Gupta said “It is our mission to bring the most engaging & innovative games and experiences to mobile gamers. Mobile gaming has been exploding in South Asia region and we endeavour to partner with players who share the same mission. We are thrilled to partner with Daraz to launch a world-class

gaming experience in Bangladesh and hope to replicate the same success with games like Ludo and eSports.”

Edouard Gheerbant, Chief Growth Officer – Daraz Group said, “With the launch of DFG, we are building a platform to offer exciting and immersive games for Daraz users. This platform will enable Daraz to capture the fast-growing mobile games market opportunity in South Asia. I’m confident that the collaboration with PFG will accelerate DFG’s growth in becoming the market leader of the region’s gaming industry.”

DFG will offer more than 100 engaging games, including the popular ones from PFG’s stack like Ludo, Block Puzzle, Retro Tetris, 3D Highway Racer, Crazy Shooter, Candy Match and Ninja-Duo.