E-GAMING

THE NEW MVP OF SUBCULTURES

Unclocking the gaming force in India with Thums Up charged

Built by White Rivers Media



WELCOME TO THE ARENA

1 LEVEL

India : A Gaming Goldmine

2 LEVEL

The Perfect Match



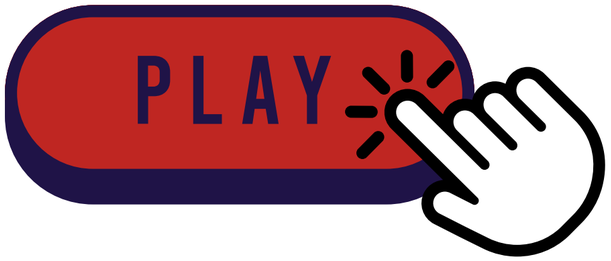
3 LEVEL

Is there a gaming lens to STING?

4 LEVEL

Building a Winning combination

REAL DEAL OR JUST HYPE?



INDIA : THE GLOBAL GAMING GROUND ZERO

Home to the worlds **2nd largest base of gamers**

560 M + ONLINE GAMERS
IN INDIA

SPEND AN AVERAGE OF
3.1 HOURS PER WEEK

Sources : EY FICCI, Kalakaari, Facebook Insights



MASSIVE RIGHT?

NAVIGATING THIS NEW WORLD CAN BE TRICKY

LET'S BREAK IT DOWN



THE GAMING ECOSYSTEM CONSISTS OF A FEW FORCES THAT MAKE IT SUPER COMPELLING

Developers

Publishers

Broadcasters



Streamers

Leagues

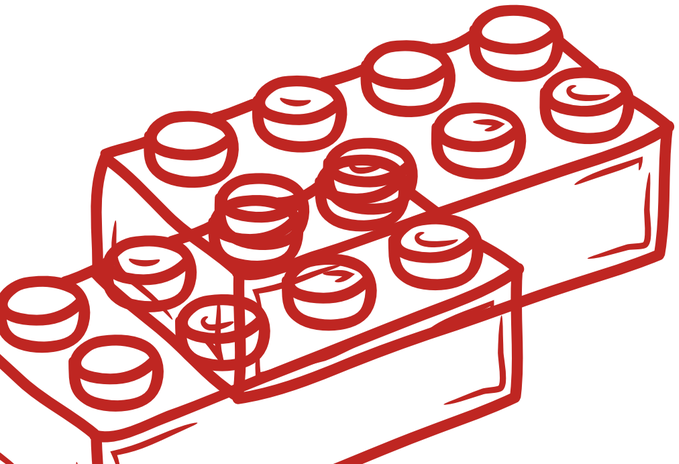
Teams

Athletes

The Building Phase

Developers

Publishers



KRAFTON

HYPERNOVA INTERACTIVE

UBISOFT

ACTIVISION

MOONTON

Nazara™

Garena

SUPER GAMING

The Indian Gaming Menu



Real Money Games

RummyCircle.com

WINZO

DREAM11

Casual Games

Midcore Games

VALORANT

FREE FIRE

BATTLEGROUNDS MOBILE INDIA

Hard Core Games

CALL OF DUTY

DOTA 2

Sports Games

EA SPORTS FC24

F1

UFC

Top Games



100M +



100M+



50 M +



20M +

Source : The Hindu

THIS THRIVING LANDSCAPE HAS CREATED A WHOLE NEW COMPETITIVE CATEGORY OF ESPORTS

The number of pro gamers is set to ***cross 1.5M by 2025***



The
Competitive Zone

Athletes



Mortal Gaming



Jonathan Amaral



Techno Gamers



ScOutOP

“ Esports athletes aren't just gamers; they're gladiators, battling it out for global glory ”

The Competitive Zone

Leagues and Teams



















> in 2023 organisers disbursed a **cumulative prize pool** of **Rs 30-35 crore** in both online and offline tournaments, the biggest in India's e-gaming history



But it’s not limited to players
gaming has become a breeding ground for fandoms



It’s a spectator sport

The E-gaming arena has permeated through culture
creating a surge in takers for gaming content

Set to be 85M by 2025



Source : News18

The
Entertainment Hub

Broadcasters

Mobile Legends: Bang Bang dominates global esports with **530 M hours watched.** India's BGMI Series 2023 hit **26.81 M hours**



The
Entertainment Hub

Streamers









Mythpat	A S Gaming	Total Gaming	Techno Gamerz
15.3 million	20.3 million	42.8 million	41.7 million

With their command on **entertainment, skill, and community**, gaming creators have lured brands to seek them out





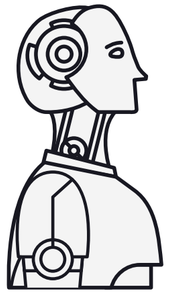




While young men still hold the mantle of the biggest majority in the category, gamer girls have emerged as disruptors

They are driven by a cultural shift towards equity and inclusion, breaking gender norms in the name of belonging and exerting influence on **categories that make up their vibe**











@payalgaming





@ig.krutika

@kaashvi





@ankkitac

@natasha_gaming_yt

NOW THAT WE'RE ALL CAUGHT UP, LET'S GET TO WHAT MAKES IT EXCITING FOR



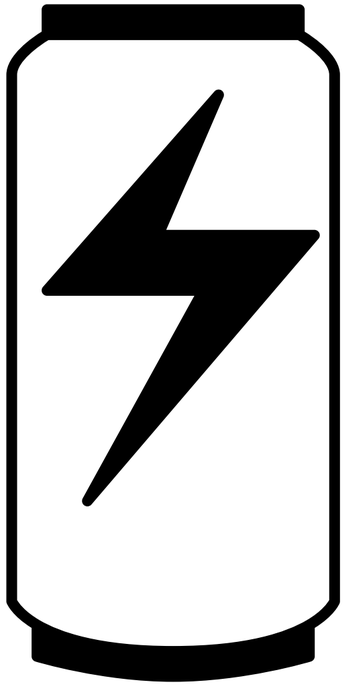
1 WE SHARE A SIMILAR ANCHOR AUDIENCE

YOUNG MEN BETWEEN THE AGES OF 18 AND 34 WITH TEENAGERS RISING IN THE RANKS

WITH MORE THAN 70% OF IT'S GAMERS BEING UNDER 34 YEARS, OUR GAMERS ARE YOUNG MALES, DRIVEN AND INCREASINGLY RURAL



2 OUR CONSUMERS SHARE SIMILAR MOTIVATIONS



WHY NOT?



BECAUSE I CAN.

Their GAMING motivations



They play to level up their skills and gain a sense of appreciation

For the WIN



They are in search of a different reality to reinvent their life

For the IMMERSION



For the DOWNTIME

They play to cocoon and prefer to be left alone in their own sphere



They play to fuel their competitive streak while building their social life

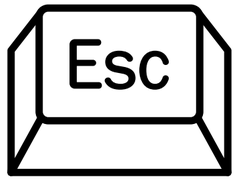
For the HYPE



They play to unwind and fight their mundane daily lives

For the REVIVE

Their ENERGY DRINK motivations



For the Escape

Energy drinks signals the transition into “a better mental space”, an **alternate reality.**



For the Heroism

Energy drinks are seen as performance enhancers and prove to be great allies to **increase physical performance**



For the Hype

They drink it to give into **social validation and conformity as a social signal**



For the Camaraderie

They drink it as a glue for social connections to **feel part of a bigger community**



For the Immersion

They are also seen as great **concentration enhancers**



3

OUR CONSUMERS ARE OBSESSED WITH THE VOICES OF GAMING

It’s not about slapping a logo on a jersey and calling it a day. It’s about **building the culture with creators**

REASONS TO ENGAGE



Source : Dipstick

GAMING FT.STING









Teams
Experience
Product

HOW DO WE ACTIVATE THIS ECOSYSTEM?

DEEP DIVING INTO MICROMOMENTS





BE PRESENT AND RELEVANT IN THEIR MOMENTS

I-Want-to-Watch" Moments

These are instances when viewers seek out gaming content to watch, be it live streams, game reviews, or highlights.

I-Want-to-Play" Moments

Moments when viewers are inspired to play a game after watching a live stream or highlight reel.



BE PRESENT AND RELEVANT IN THEIR MOMENTS

I-Want-to-Share" Moments

These moments occur when viewers want to share exciting or impressive gaming content with their friends or followers.

I-Want-to-Discuss" Moments

Moments when viewers seek to discuss gaming strategies, news, or experiences with others.



BE PRESENT AND RELEVANT IN THEIR MOMENTS

I-Want-to-Buy" Moments

Moments when viewers are influenced to purchase a game or gaming-related merchandise.

I-Want-to-Connect" Moments

Moments when viewers seek to connect with their favorite streamers or gaming communities.

OPENING THE BOTTLE OF OPPORTUNITIES

THOUGHT STARTERS



1

SHOWING THE SYNERGY THROUGH TWO WAY FANDOM

Making the brand a geo tag in this space by actualizing **category specific elements** of the brand's personality through **content themes**

Power | Bold | Winning Mentality



2

BUILDING CATEGORY NECTARS THROUGH A GAMER MATRIX

Jonathan Gaming

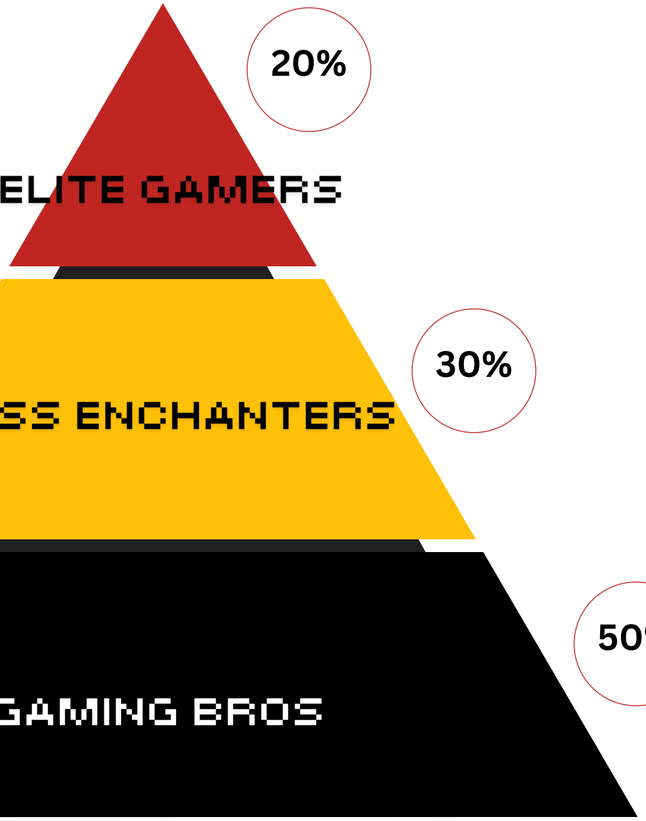


Mythpat



Clutch God





Agency in the category

Cross affinity conversations

Building resonance

3 BEING A PART OF DIGITAL CULTURE

#ChalChargeHoteHai



Energy drinks are a third or fourth wheel during moments of friendly banter carving a place during gaming sessions



Position Thums Up Charged in group streams with key players in the space that stream with their friends and engage with their audiences during these streams.
E.G : **Lala a.k.a ClutchGod and Shadow**

Source : Primary Dipstick

4 EXTENDING THE FOOTPRINT



#ChargedCharacters

Co-create characters with publishers for games like BGMI, Indus Royale, Mobile Legends

#ChargedCompetes

Build spaces to experience the brand through curated events

#ChargedChats

Create custom ownable digital assets that can be distributed by Streamers

#ChargedCards

Create unique trading cards for the popular games like Valorant with integration of esports athletes



LET'S DISCUSS

READY.SET.CLUTCH

Built by White Rivers Media