

# IT matters

# Cutting-edge games: India emerges best in world

## Rising power with innovation & talent

In the ever-expanding world of game development, India has emerged as a powerhouse of creativity, technical expertise, and affordability. As the global gaming market continues to thrive, India has become a key player in shaping the future of interactive entertainment. The country's game development companies have not only embraced the latest technologies but have also cultivated a rich talent pool of skilled developers, artists, and designers capable of delivering world-class gaming experiences. With a strong focus on innovation, cost-effectiveness, and high-quality production, game development companies in India have positioned themselves as one of the best choices for businesses looking to develop engaging, cutting-edge games.

India's game development industry has seen exponential growth in recent years, with the country emerging as one of the largest markets for mobile games. This surge in demand for mobile gaming has provided Indian mobile game developers with the opportunity to tap into a vast global audience. As mobile phones become more accessible and gaming technology continues to evolve, India's gaming studios have risen to the occasion, producing

games that not only cater to the local audience but also compete on the global stage. Whether its for Android, iOS, or other platforms, the versatility and adaptability of Indian studios are key factors in their ability to succeed in a highly competitive global market.

One of the key reasons why India is one of the go-to destinations for game development is because of the incredible pool of talented game developers available. It has some of the best technical and creative brains in the gaming space. The talent base in India is highly skilled across various game development engines like Unity, Unreal Engine, and proprietary tools that help in creating games across multiple genres. It has grown from simple mobile games to complex 3D graphics and experiences with virtual reality. Indian developers have shown that it's possible to deliver a project no matter how small or huge, and the talent pool just keeps growing as more young developers graduate from the country's top educational institutions offering courses on game design, programming, and interactive media. This constant influx of fresh, creative talent ensures that the game development industry in India remains at the forefront of innovation.

Moreover, the cost-



effectiveness of hiring game developers is a major reason why many global companies choose to partner with studios in India. While the cost of developing games in Western countries can be prohibitively expensive, India offers a highly skilled workforce at a fraction of the cost. This cost advantage allows companies to produce high-quality games within their budgets, making it a viable option for both small indie studios and large corporations. The lower production costs do not compromise the quality of the work; in fact, Indian game developers often produce games that rival those developed in more expensive markets, thanks to their technical expertise, creativity, and attention to detail.

Another key aspect why Indian game

development companies are gaining popularity is the completion of projects on time and within budget. Indian studios are renowned for their professionalism and commitment towards meeting deadlines, as a fast-paced industry like gaming would definitely be a question of time-to-market to determine the extent of the game's success. Countrywide, game development companies have a history of conducting successful projects for international and local clients, and their priority has always been customer satisfaction above all. Being able to provide top-notch games on time, every time, earned Indian studios an elite reputation in the global market for reliability and quality.

A sound infrastructure and a thriving startup ecosystem support India's

game development industry. Several game development companies in India are based in Bangalore, Hyderabad, Pune, and Chennai-silicon cities that have become the crucibles of innovation and technological advancement. Here, developers will find all the ingredients to turn their game development ideas into reality: firsthand access to cutting-edge technology, plenty of resources, and a powerful network of professionals in the industry. The government of India also supports the gaming industry. It provides incentives and funding opportunities to encourage growth and development. This ecosystem has allowed game development studios to flourish and create innovative games that really push boundaries in the industry.

Another noteworthy advantage of hiring game development company in India is the country's cultural diversity. India is home to a wide variety of languages, traditions, and cultural influences, which can be seen in the games developed by Indian studios. This diversity allows Indian game developers to create games that appeal to a broad audience, taking into account different cultural perspectives, values, and preferences. For international companies looking to expand their reach, Indian game developers offer a unique advantage in creating games that resonate with diverse player bases across the globe. Whether the game is designed for Western, Eastern, or other international markets, Indian studios have the cultural fluency to

adapt their designs and storytelling to meet the expectations of different audiences.

Additionally, India has a well-established reputation for excellence in outsourcing, and the game development industry is no exception. Many international companies turn to India to outsource game development services because of the country's proven track record of delivering high-quality work at competitive prices. The global outsourcing model has become a cornerstone of the Indian game development sector, with Indian studios working on a range of projects, from AAA games to indie titles. By outsourcing game development to India, companies can access a wealth of expertise without the overhead costs associated with hiring in-house teams. The strong communication skills of Indian developers, particularly in English, ensure smooth collaboration and reduce the chances of misunderstandings during the development process.

The Indian gaming market itself has also been growing rapidly, with a large number of players flocking to mobile games, online gaming platforms, and PC games. As a result, game development companies in India are uniquely positioned to tap into the local market, creating

games that cater to the tastes and preferences of Indian players. This local expertise, combined with the global experience gained from working on international projects, allows Indian game developers to create games that are both globally relevant and locally appealing. Indian studios have demonstrated their ability to create games that are not only popular in India but also have a strong international presence, thanks to their strategic understanding of global trends.

Indian game developers also reflect their diversified genres and platforms. Most game development companies of India are capable of handling countless types of games, from adventure games to education-oriented games, and even experience with virtual reality. The country's game development companies are skilled at developing games for both mobile, PC, console, and VR platforms, which opens up possibilities to a wide extent for businesses. Indian developers are also capable of integrating new and advancing technologies, such as artificial intelligence (AI), blockchain, and augmented reality (AR), into their games in order to hold their products refreshingly relevant in changing times.

## Biggest animation names to take part in AniMela

In an exciting development for India's thriving animation, visual effects, gaming, comics, and XR (Extended Reality) industries, the Society of AVGC-XR institutions in Kerala (SAIK) has collaborated with AniMela and Animation Masters Summit to host the International AVGC XR Festival in Kerala. Scheduled for March 6-9, the AniMela-AMS Festival 2025 will merge the highlights of these two renowned events, offering a unique and

unparalleled experience for professionals and enthusiasts in the sector. The International AVGC XR Festival will take place in Thiruvananthapuram and feature a strategic partnership with the Anney International Film Festival, France, one of the world's leading animation festivals. This collaboration will bring some of the biggest names in animation, VFX, and immersive media to Kerala, offering a unique opportunity for international talent to

engage with India's vibrant animation community. AniMela, which has been conducted annually by Aniverse and Visual Arts Foundation (AVAF), has become a significant event for the Indian animation and gaming community, since its launch 2 years back. Animation Masters Summit (AMS), which has been held every year since 1999 by Toonz Media Group, is one of the most prestigious platforms for animation professionals, attracting

top talent from across the globe. This collaboration will create a comprehensive festival experience that will offer global insights, innovation, and collaboration opportunities for India's burgeoning creative sector.

P Jayakumar, CEO Toonz Media Group and president of SAIK, said, "This collaboration with AniMela, Animation Masters Summit, and Anney represents a momentous step forward for the AVGC and XR sectors in India. By joining forces, we aim to create an event that not only highlights the latest developments in animation and immersive media but also provides a unique space for professionals and students to engage with world-class content and technologies. The involvement of Anney further strengthens the festival's position as a global platform for creativity and collaboration."

The global animation community with the talents and the animation film industry in India. We warmly thank the AniMela team and all the partners who have made this project possible."

The Society of AVGC Institutes in Kerala (SAIK) is actively involved in organizing the festival, ensuring the presence of key policymakers and industry leaders. The three-day festival

is expected to draw around 8,000 attendees, offering a comprehensive program that includes knowledge centers, experiential zones, film screenings, and extensive professional networking opportunities. The event will provide valuable exposure to international content, while offering students and animators the chance to explore emerging technologies and trends.

**UNITY SMALL FINANCE BANK LIMITED**  
Corporate Office: Centrum House, Vidyasagar Marg, Kalina, Santacruz (E) Mumbai 400 098

**POSSESSION NOTICE**  
(For Immovable Properties)  
See Rule 8(1)

Whereas, the undersigned being Authorised Officer of Unity Small Finance Bank Limited under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of powers conferred under section 13(12) read with rule 3 of the Security Interest (Enforcement) Rules, 2002 issued a demand notice dated mentioned hereunder calling upon the following Borrower/Co-Borrowers/ Guarantors to repay the amount mentioned in the notice within 60 days from the date of receipt of the said notice.

The following Borrower/Co-Borrowers/ Guarantors having failed to repay the amount, notice is hereby given to the following Borrower/Co-Borrowers/ Guarantors and the public in general that the undersigned has taken Symbolic possession of the property described herein below in exercise of powers conferred on him/her under section 13(4) of the said Act read with rule 8 of the Security Interest (Enforcement) Rules, 2002 on 28-11-2024. The Borrower/Co-Borrowers/ Guarantors in particular and the public in general is hereby cautioned not to deal with the property described herein below and any dealing with the property shall be subject to the charge of Unity Small Finance Bank Limited for the amount mentioned herein below and interest thereon.

The Borrower's/Co-Borrower's/ Guarantor's attention is invited to provisions of sub-Section 8 of Section-13 of the Act, in respect of time available, to redeem the secured assets.

Name of the Borrower/Co-Borrowers/ Guarantors & Loan Account Number	Description of the Properties Mortgaged/Secured Asset(s)	Date of Demand Notice and Outstanding Amount
1. SAM & CO 2. JANANI VIJAYAKUMAR K 3. VIJAYAKUMAR S Loan Account Numbers: - CFLSCHLN.OAN00005002641	ALL THAT PIECE AND PARCEL OF LAND AND BUILDING BEARING DOOR NO. 87, APRUTHAM NAGAR KADAPERI WEST TAMBARAM, CHENNAI 600 045, WESTERN PORTION OF LAND MEASURING 1074 SQ. FT OUT OF LAND MEASURING 2306 SQ. FT, TOGETHER WITH BUILDING COMPREHEND IN GRAMNATHAM OLD SURVEY NO. 72 PART, NEW TOWN SURVEY NO. 54 WARD NO. B, BLOCK NO. 4 SITUATED AT KADAPERI VILLAGE TAMBARAM TALUK CHENGALPET DISTRICT AND BOUNDED BY BOUNDARIES (AS PER MORTGAGE DOCUMENT): NORTH: BY ROAD, SOUTH: PREVIOUSLY PROPERTY BELONGS TO KANNIAN, PRESENTLY PROPERTY BELONGS TO MR. MUNUSAMY, EAST: PROPERTY BELONGS TO MR. S. KATHIRAVAN, WEST: PREVIOUSLY PROPERTY BELONGS TO MUTHU KAILASA NADAR, PRESENTLY PROPERTY BELONGS TO MR. DURAI NADAR, ADMEASURING: EAST TO WEST ON THE NORTHERN SIDE: 25 FEET, 4 1/2 INCHES EAST TO WEST ON THE SOUTHERN SIDE: 26 FEET, 4 1/2 INCHES NORTH TO SOUTH ON THE EASTERN SIDE: 41 FEET, 6 INCHES NORTH TO SOUTH ON THE WESTERN SIDE: 41 FEET, 6 INCHES SITUATED WITHIN THE SUB REGISTRATION DISTRICT OF TAMBARAM AND REGISTRATION DISTRICT OF SOUTH CHENNAI	Demand Notice Dated 13.08.2024 For Amounting to Rs. 29,02,107.96/- (Rupees Twenty-Nine Lakh Two Thousand One Hundred Seven and Paise Ninety Six Only) As on 06/08/2024 Plus Applicable Interest And Other Charges.

Date: 02/12/2024  
Place: Chennai, Tamil Nadu

Sd/- (Authorised Officer)  
Unity Small Finance Bank Limited

**KOTAK MAHINDRA BANK LIMITED**  
Registered Office: 27 BKC, C-2, G-Block, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra, Pin Code-400 051  
Branch Office: Kotak Mahindra Bank Ltd., #165, 2nd Floor, Mount Road, Anna Salai, Chennai 600 006  
(Land Mark: JMG Car Showroom and Next to thousand lights Metro Railway station)

**Online E Auction Sale Of Asset**

**Sale Notice For Sale Of Immovable Properties**  
E-auction sale notice for sale of immovable assets under the securitisation and reconstruction of financial assets and enforcement of security interest act, 2002 under rules 8(5) and 8(6) of the security interest (enforcement) rule, 2002.

Subsequent to the assignment of debt in favour of Kotak Mahindra Bank Limited by "PNB Housing Finance Limited" (hereinafter referred to as "PNBHF"), the Authorised Officer of PNB Housing Finance Limited (hereinafter referred to as "PNBHF") has taken the possession of below described immovable property (hereinafter called the secured asset) mortgaged/charged to the secured creditor on 11.06.2018. Notice is hereby given to the borrower (s) and co-borrower (s) in particular and public in general that the bank has decided to sale the secured asset through E-auction under the provisions of the said Act read with rule 8 of the said Act on 02.12.2024 along with future applicable interest till realization, under the loan account No. 603907210315681; loan availed by Mr. K. P. Ravathi, Mrs. P. Kaniammal & MS/KPR Enterprises per below details.

Particular	DETAIL
Date of Auction	03.01.2025
Time of Auction	Between 12:00 Pm To 1:00 Pm With Unlimited Extension Of 5 Minutes
Reserve Price	Rs. 23,50,000/- (Rupees Twenty Three Lakh Fifty Thousand Only)
Earnest Money Deposit (EMD)	Rs. 2,35,000/- (Rupees Two Lakh Thirty Five Thousand Only)
Last Date For Submission Of EMD With KYC	08.01.2025 UP TO 6:00 P.M. (IST)

Description Of The Secured Asset - Schedule A: All that piece and parcel of the vacant land measuring an extent of 1,04,73sq.ft. out of 1,16,412 sq.ft. or 2 acres 67 cents (after deducting the area of 11,679 sq.ft. gifted to Maramalai Nagar Municipality as CSR Land) comprised in Survey Nos. 191/3B and 191/4, bearing Patta No.209 (as per Patta: S Nos.191/3B1 and 191/4A) situated at Sai Shanil Homes, Sengundram Village, Chengelpet Taluk, Kanchipuram District and the said land bounded on the North by Vacant Land comprised in S.No.230, South by: Sengundram Road, East by: Property comprised in S.Nos.191/4B, 3B2, 3B3 and 2A2A1, West by: OSRI land gifted to Maramalai Nagar Municipality situated within the Registration District of Chengelpet and Sub-Registration District of Jorel Chengelpet. Schedule B: 5/1025 sq.ft. of undivided share of land in the schedule A mentioned property, with Apartment bearing No A-407 in the Fourth Floor, Block-A having a super built up area of 1,076 sq.ft. (inclusive of proportionate share in common areas) together with one covered car park space on the still floor and forming part of the Residential Apartments building complex named as "Rain Tree Park" to be constructed over the land described in Schedule A hereinafter.

Known Encumbrances Nil

The borrowers' attention is invited to the provisions of sub section 8 of section 13, of the act, in respect of the time available, to redeem the secured asset. Borrowers in particular and public in general may please take notice that in case auction scheduled herein fails for any reason whatsoever then secured creditor may enforce security interest by way of sale through private treaty. In case of any clarification/requirement regarding assets under sale, bidder may contact Mr. Syam Namburi (Mob No. +91967728418) & Mr. Vishal Adisheshan (Mob No. +919941016600). Bidder may also contact the bank's IVR No. (+91-912219751) for clarifications. For detailed terms and conditions of the sale, please refer to the link: <https://www.kotak.com/en/bank-auctions.html> provided in the bank's website i.e. [www.kotak.com](http://www.kotak.com) and/or on <http://bank.auctions.in>

Place: Kanchipuram, Chennai, Date: 04-12-2024 For Kotak Mahindra Bank Limited, Authorized Officer

**KOTAK MAHINDRA BANK LIMITED**  
Registered Office: 27 BKC, C-2, G-Block, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra, Pin Code-400 051  
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Particular	DETAIL
Date of Auction	03.01.2025
Time of Auction	Between 12:00 Pm To 1:00 Pm With Unlimited Extension Of 5 Minutes
Reserve Price	Rs. 11,00,000/- (Rupees Eleven Lakh Only)
Earnest Money Deposit (EMD)	Rs. 1,10,000/- (Rupees One Lakh Ten Thousand only)
Last Date For Submission Of EMD With KYC	02.01.2025 UP TO 6:00 P.M. (IST)

Description Of The Secured Asset - All that piece and parcel of the land comprised in Survey Nos. extent and Patta Nos. (which is more particularly described below) is situated at Thirumudakkam Village, Thirumudakkam Village Panchayat, Srirampur Taluk, and Kanchipuram District

Item No.	Survey No.	Extent in Cents	Patta No.	Boundaries			
				North by Survey No(s)	South by Survey No(s)	East by Survey No(s)	West by Survey No(s)
I	124/2	131	1654	124/1	2281/2282 & 232/1B	124/1 & 232/1B	125/2
II	233/1B	76.50	1541	232/2 & 233/1A	230/243/1, 243/2A & 243/2B	233/2B, 233/1A	231/1 & 232/2
III	230	126	1086	229/3, 231/1 & 233/1B	244 & 243/1	243/1	229/3 & 245
IV	243/1	174	1086	233/1B	247/1 & 248/1A1	243/2A	230 & 244
V	243/2A	22	1086	233/1B	248/1A1	243/2B	243/1
VI	243/2B	150	1086	233/1B & 233/2B	242/1A, 248/1A1, 248/1A2 & 248/1A3	242/1A & 242/1A	243/2A & 242/1A
VII	242/1A PART	90.92	1086	243/2B & 234/1B	248/1A3, 248/1A4, & 248/2A1	12 meter road in 242/1A PART & 243/2B, 234/1B	243/2B
VIII	228/2	44	1520	124/2	228/3 & 231/2	232/1B & 232/2	228/1
IX	229/3	111	1521	2281/2282 & 231/1	245 & 230	230 & 231/1, 231/2	229/1, 229/2 & 245
X	231/1	11	1559	232/2, 228/2	231/1, 229/3	232/2	229/3
XI	231/2	75	1559	231/2	230	232/2 & 233/1B	229/3
XII	232/1B	53.50	1559	124/2 & 232/1A	232/2	232/1A	124/2, 228/2 & 232/1
XIII	232/2	49.50	1559	232/1B	231/2 & 233/1B	232/1B, 233/1B	228/2, 231/1 & 231/2
XIV	233/2B	21	1558	233/2A	243/2B	233/2A	233/1B
XV	244	196	1535	230	246/1 & 247/1	243/1	245

Admeasuring Item No. 1 to XV totally to an extent 133 Acres and 31.42 Cents, within the Registration District of Chennai South and Sub-Registration District of Padappai, Schedule "C", 235 Sq. ft. of undivided share of land together with Apartment No. N-505, in the Fifth Floor, Block No.-N, the residential project "Palm Riviera" with super built up area 601sq.ft., including common area morefully described in Schedule-A mentioned property.

Known Encumbrances Nil

The borrowers' attention is invited to the provisions of sub section 8 of section 13, of the act, in respect of the time available, to redeem the secured asset. Borrowers in particular and public in general may please take notice that in case auction scheduled herein fails for any reason whatsoever then secured creditor may enforce security interest by way of sale through private treaty. In case of any clarification/requirement regarding assets under sale, bidder may contact Mr. Syam Namburi (Mob No. +91967728418) & Mr. Vishal Adisheshan (Mob No. +919941016600). Bidder may also contact the bank's IVR No. (+91-912219751) for clarifications. For detailed terms and conditions of the sale, please refer to the link: <https://www.kotak.com/en/bank-auctions.html> provided in the bank's website i.e. [www.kotak.com](http://www.kotak.com) and/or on <http://bank.auctions.in>

Place: Kanchipuram, Chennai, Date: ----- For Kotak Mahindra Bank Limited, Authorized Officer