

# ANNUAL REPORT

2007 - 2008

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*a tinge of reality.*

*a truckload of entertainment !*

*are you a gamer...?*



INDIA'S FIRST ISO 9001:2000 Certified Independent Games Development Company.

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**BOARD OF DIRECTORS**

Mr. L. Maruti Sanker – Managing Director

Mr. M. Dattu Varaprasad Rao

Mr. Devabhaktuni V. Sai Prasad

Mr. Devender R. Poreddy

Dr. M. Ramamohan Rao

**AUDITORS**

M/s. G.P Rao & Co.  
Chartered Accountants, Hyderabad

**BANKERS**

HDFC Bank Ltd.  
Rajbhavan Road, Hyderabad - 500 082.

**REGISTERED OFFICE**

6-3-1239/2/A, Renuka Enclave  
3<sup>rd</sup> Floor, Kotis Court, Rajbhavan Road  
Somajiguda, Hyderabad – 500 082  
Ph. Nos. 040-3068 6161 / 3068 6162  
Fax: 040-30686163

**REGISTRARS & TRANSFER AGENTS**

M/s. Venture Capital and Corporate Investments Pvt. Ltd.  
12-10-167, Bharat Nagar  
Hyderabad - 500 018  
Ph. Nos. 040-2381 8475 / 2381 8476 / 2386 8023  
Fax: 040-23868024



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Communication regarding Share Transfers, Transmissions Change in Address and any other correspondence etc., may be addressed to the Registrars & Transfer Agents.



## NOTICE

Notice is hereby given that the 17th Annual General Meeting of the members of 7Seas Technologies Limited will be held on Tuesday, 30th September, 2008 at 9:30. a.m. at Pride Inn Guest Rooms situated at No 8 - 2-289/8/1/B, Banjara Hills, Road No 14, Beside BN Reddy Colony, Opp. Walden street, Hyderabad - 500 034 to transact the following Business:

### Ordinary Business

1. To receive, consider and adopt the audited balance sheet as at 31st March 2008 and profit & loss account for the year ended on that date and the Reports of the Board of Directors and Auditors thereon.
2. To appoint a director in place of Mr. Devabhaktuni V. Sai Prasad who retires by rotation and being eligible, offers himself for reappointment.
3. To appoint Auditors to hold office from the conclusion of this Annual General Meeting until the conclusion of the next Annual General Meeting of the Company and to fix their remuneration.

### Special Business

4. To consider and if thought fit, to pass, with or without modification(s) the following resolution as an Ordinary Resolution:

"RESOLVED THAT Dr. M. Ramamohan Rao, who was appointed as additional director of the company pursuant to the provisions of section 260 of the companies act 1956 by the board of directors w.e.f 28-01-2008 and who holds the office up-to date of the ensuing annual general meeting and in respect of whom the company has received a notice in writing under section 257 read with section 190 of the said act, along with a deposit of Rs.500/- proposing him as candidate for the office of director of the company, be and is hereby appointed as a director of the company whose period of office is liable to be determined by retirement of directors by rotation"

5. Revision in terms of Remuneration of Sri. L. Maruti Sanker, Managing Director:

To consider and, if thought fit, to pass with or without modifications, the following resolution as an Ordinary Resolution:

"RESOLVED THAT, in partial modification of the Resolution No.8 Passed at the Sixteenth Annual General Meeting of the company held on 22.09.2007 and in accordance with the provisions of Section 198, 309, 310 and other applicable provisions, if any, of the Companies Act, 1956 read with Schedule XIII thereof and subject to such consents/approvals as may be required, the remuneration payable to Sri. L. Maruti Sanker, be and is hereby revised w.e.f. 01.08.2008 to Rs. 1,25,000 per month from Rs.75,000 per month towards salary and that the other existing terms and conditions of the appointment, remain unchanged."

"FURTHER RESOLVED THAT, notwithstanding anything contained to the contrary herein, where in any financial year during the currency of the tenure of Sri. L. Maruti Sanker, the company has no profits or its profits are inadequate, the company will pay remuneration by way of salary, allowances, and perquisites within

the limits as laid down under Sections 198, 309, 310 and all other applicable provisions, if any, of the Act read with Schedule XIII of the Act as in force from time to time."

### Notes

1. A member entitled to attend and vote at the meeting is entitled to appoint a proxy or proxies to attend and vote on a poll instead of himself / herself and the Proxy need not be a member of the Company.
2. Proxies, in order to be effective must be received by the Company not less than 48 hours before the commencement of the meeting.
3. The Register of Members and Share Transfer Books of the Company will be closed from 26.09.2008 to 30.09.2008 (Both days inclusive).
4. Members are requested to notify immediately any change in their address to the Share Transfer Agents and in case their shares are held in dematerialized form, this information should be passed on to their respective Depository Participants.
5. Members, who hold shares in de-materialized form, are requested to bring their Client ID and DP IDs for easier identification of attendance at the meeting.
6. Members are requested to kindly bring their copies of the Annual Report to the meeting. As a measure of economy, copies of Annual Report will not be distributed at the AGM.
7. An explanatory statement pursuant to Section 173 (2) of the Companies Act, 1956 in respect of special business is annexed hereto.

By Order of the Board  
For 7SEAS TECHNOLOGIES LIMITED  
L. Maruti Sanker  
Managing Director

Place : Hyderabad  
Date : 23.08.2008

### Explanatory Statement

(Pursuant To Section 173(2) of the Companies Act, 1956)

#### Item No. 4

The members may note that Dr. M. Ramamohan Rao, was inducted into Board as Additional Directors of the company with effect from 28-01-2008 pursuant to the provisions of section 260 of the Companies Act, 1956 and holds the office as such up to the date of ensuing Annual General Meeting. The company has received notice in writing from members of the company along with a deposit of Rs.500/- under Section 257 read with section 190 of the Companies Act, 1956 proposing the candidature of the above said person for the Office of Directors whose period of office is determinable by retirement of Directors by rotation

As per the provisions of section 257 of the Act, any such proposal ought to be approved by the members in their General Meeting.

Hence, the Board recommends the resolution for your approval.

None of Directors except Dr. M. Ramamohan Rao may be deemed to be concerned or interested in the resolution.



#### Item No.5

Revision in terms of Remuneration of Sri. L. Maruti Sanker:

Sri L. Maruti Sanker was appointed as the Managing Director of the company for the period of 5 years with effect from 09.06.2006 on the terms and conditions as approved by the shareholders at the fifteenth Annual General Meeting held on 29.09.2006.

The Board recognizes the significant contribution made by him in the shaping up of the company and developing more than 200 games in a very short span of time. He has devoted more time and attention to bring up the company to the present level apart from ensuring international standards for the games developed so far. Therefore, the Board proposes to increase his remuneration with effect from August, 1 2008 on such terms and conditions as set out in the proposed resolution.

Under the provisions of Section 198, 310, 311, and all other applicable provisions read with Schedule XIII of the Companies Act, 1956, consent of the members of the company is required for increase in remuneration

payable to Sri. L. Maruti Sanker. The Board of directors based on the recommendation of Remuneration Committee is of the view that the remuneration package is commensurate with the operations of the company.

Further the same be treated as abstract of the contract pursuant to Section 302(1)(b) of the Companies Act, 1956.

Accordingly, the Board commends the resolution for approval of the Members as an ordinary resolution.

None of the directors of the company except Sri L. Maruti Sanker may be deemed to be concerned or interested in the resolution.

By Order of the Board  
For 7SEAS TECHNOLOGIES LIMITED  
L. Maruti Sanker  
Managing Director

Place : Hyderabad  
Date : 23.08.2008





## DIRECTORS' REPORT

Dear Shareholders,

Your Directors have pleasure in presenting the Seventeenth Annual Report of the Company for the financial year ended 31st March, 2008.

### FINANCIAL RESULTS

	2007-08 (Rs. in lacs)	2006-07 (Rs. in lacs)
Income	770.87	101.21
Expenditure	554.59	84.40
Profit for the year	190.10	16.90
Add: Loss brought forward	(92.0)	(108.90)
Profit/(Loss) carried to Balance Sheet	98.12	(92.0)

### Operations

The Company has recorded a turnover of Rs.764.10 lacs in the current year against the turnover of Rs. 101.21 lacs in the previous year. The Company has been continuously working on quality upgradation and cost reduction plans.

### Dividend

Your directors express their inability to recommend any dividend for the financial year 2007-2008.

### Public Deposits

Your Company has not accepted any deposits falling within the meaning of Sec.58A of the Companies Act, 1956 read with the Companies (Acceptance of Deposits) Rules, during the financial year under review.

### Listing

The equity shares of your company are listed on The Hyderabad Stock Exchange (derecognized by SEBI) and Ahmedabad Stock Exchange.

### Directors

In accordance with the Companies Act, 1956 read with Articles of Association of the company the Director, namely Mr. Devabhaktuni V.Sai Prasad retires by rotation and is eligible for re-appointment.

Your Board recommends the re-appointment of the Director above in the best interests of the company.

The Board appointed Dr. M. Ramamohan Rao as an additional director w.e.f. 28.01.2008. Dr.K.Kiran Kumar has resigned from the Board during the year and the Board wishes to place on record its appreciation for the valuable services rendered by him during his tenure as a director.

### Utilisation of Funds

During the year the company raised funds of about Rs. 5.83 crores by way of preferential allotment of 15,00,000 equity shares & 10,00,000 warrants at an issue price of Rs. 36 each. As mentioned in the explanatory statement to resolution No. 7 in the notice of 16th AGM, the amount has been spent towards the capital expenditure, working capital, acquisition of business outside India etc.

### Directors Responsibility Statement

Pursuant to the provisions of Sec.217 (2AA) of the Companies Act, 1956 the Board of Directors of your Company hereby certifies and confirms that:

1. In the preparation of the Annual Accounts, the applicable accounting standards have been followed along with proper explanation relating to material departures;
2. The Directors have selected such accounting policies and applied them consistently and made judgement and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company at the end of the financial year;
3. The Directors have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 1956 for safeguarding the Assets of the Company and for preventing and detecting fraud and other irregularities;
4. The Directors have prepared the Annual accounts on a going concern basis.

### Management Discussion and Analysis

Management Discussion and Analysis (MDA) of the company for the year under review is attached to and forms part of this report.

### CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION & FOREIGN EXCHANGE EARNINGS AND OUTGO

The required information as per Sec.217 (1) (e) of the Companies Act 1956 is provided hereunder:

#### A. Conservation of Energy

Your Company's operations are not energy intensive. Adequate measures have been taken to conserve energy wherever possible by using energy efficient computers and purchase of energy efficient equipment.

#### B. Technology Absorption

1. Research and Development (R&D) : NIL
2. Technology absorption, adoption and innovation : NIL

#### C. Foreign Exchange Earnings and Out Go

Foreign Exchange Earnings : Rs.762.63 Lacs

Foreign Exchange Outgo : Rs.130.70 Lacs

#### Particulars of Employees

There is no employee who is falling under section 217 (2A). Therefore, the disclosures required to be made under section 217 (2A) of the Companies Act, 1956 and the rules made there under are not applicable.

#### Code of Conduct

The Code of Conduct has been circulated to all the members of the Board and Senior Management and the compliance of the same has been affirmed by them. A declaration signed by the Managing Director is given in Annexure.





### Auditors

M/s. G.P Rao & Co., Chartered Accountants, Hyderabad, will retire as Auditors of the Company at the ensuing Annual General Meeting and being eligible have expressed their willingness for re-appointment. Your directors propose the appointment of M/s. G.P Rao & Co., as statutory auditors to hold office until the conclusion of the next Annual General Meeting of the company.

### Acquisition of Gaming Portal



During the year, your company has acquired a German based gaming portal [www.neodelight.com](http://www.neodelight.com) which develops online games with its own gaming engines.

### Corporate Governance

As a listed company, necessary measures have been taken to comply with the listing agreements of Stock Exchanges. A report on Corporate Governance, along with a certificate of compliance from the Auditors, forms part of this Report as Annexure.

### Share Capital

The paid-up equity share capital of the company increased by Rs. 1.50 crores during the year due to the allotment of 15,00,000 equity shares of Rs. 10 each on a preferential basis. The company has also allotted 10,00,000 warrants and are eligible for conversion into equity shares. As on date the paid-up equity share capital of the company stands at Rs.4,44,25,250.

### Employee Stock Option Scheme

In the 15th AGM held on 29-09-2006, ESOP-2006 was approved for eligible employees and accordingly 42,500 options were granted in the year 2007 and relevant disclosures were made in the Annual Report (Directors' Report) 2006-07. In the 16th AGM held on 22-09-2007, ESOP-2007 was introduced. However during the year, under review,

no fresh options were granted nor are there any exercise of options which were vested earlier i.e. 42,500 options. Auditors Certificate Confirming the ESOPs is made in accordance with SEBI ESOP Guidelines and is placed before the AGM.

### Statement pursuant to section 212

The Statement pursuant to section 212 is attached elsewhere in the Annual Report.

### Acknowledgements

Your directors would like to express their grateful appreciation for assistance and co-operation received from clients, banks, investors, Government, other statutory authorities and all others associated with the company. Your directors also wish to place on record their deep sense of appreciation for the excellent contribution made by the employees at all levels, which enabled the company to achieve sustained growth in the operational performance during the year under review.

### Declaration by Managing Director of affirmation by Directors and senior Management personnel of compliance with the code of conduct

The shareholders

I, L Maruti Sanker, Managing Director of the Company do hereby declare that the directors and senior management of the Company have exercised their authority and powers and discharged their duties and functions in accordance with the requirements of the code of conduct as prescribed by the company and have adhered to the provisions of the same.

FOR AND ON BEHALF OF THE BOARD of  
7SEAS TECHNOLOGIES LIMITED

Place : Hyderabad  
Date : 23.08.2008

L. MARUTI SANKER  
Managing Director



## CORPORATE GOVERNANCE REPORT

### 1. Company's Philosophy on Code of Governance

The Board of Directors of the company believes in and fully supports the principles of Corporate Governance. While striving to achieve the financial targets, the company seeks to follow the business principles and ethics and in all its dealings. The company has been regularly implementing the best practices of corporate governance in order to attain total transparency, accountability and integrity.

In accordance with the requirement of Stock Exchange Regulations and the provisions of the Listing Agreement, the compliance report on the corporate governance is reproduced here under:

Sl. No.	Name & Category of the Directors	No. of Directorships held in other Public Companies	No. of Memberships / Chairmanships held in Committees of other companies
01	Mr. L. MARUTI SANKER Promoter Executive	NIL	NIL
02	Mr. DEVABHAKTUNI V. SAI PRASAD Promoter Non-executive	NIL	NIL
03	Mr. M. DATTU VARAPRASAD RAO Independent Non-executive	NIL	NIL
04	Mr. DEVENDER R. POREDDY Independent Non-executive	NIL	NIL
05	Dr. K. KIRAN KUMAR # Independent Non-executive	NIL	NIL
06	Dr. M. RAMAMOHAN RAO * Independent Non-executive	NIL	NIL

# Resigned with effect from 28.01.2008

\* Appointed with effect from 28.01.2008

Details of Directors being appointed at the ensuing annual General Meeting:

A brief resume of the Directors being appointed or re-appointed is as follows:

**Mr. Devabhaktuni V. Sai Prasad:** Aged 46, he is an NRI residing in US for last 14 years. Has a Masters in Engineering from Wayne State University, Detroit Michigan Founder of Global Information Systems Inc(GIS) which is multi million-dollar software consulting company, started in 1997. He has experience in dealing with top five companies like Deloitte and Pricewaters House Coopers for IT implementations. As an active member of GIS, he traveled across US to deal with various Fortune 1000 clients. He is primarily responsible to coordinate and initiate Vasudeva Realtors Pvt. Ltd. by involving NRI team with sound financial background and vision. With wide contacts with many people in US and India, he helped to establish western luxury standards for Vasudeva Realtors construction in India. This vision helped to cater NRI needs and requirements in housing segment. He is also a promoter of Simbha Pharma Ltd., a pharmaceutical distribution company in Nairobi, Kenya.

**Dr. M. Ramamohan Rao :** Aged 63 years, he has done Ph.D. in Electrical Engineering and Computers. At the age of 17, he completed Automobile Engineering and Radio Engineerig. Worked for 5 years in HMT as supervisor in SPM division. Worked in AT & T Bell Labs, Chicago, USA as R&D Engineer. Worked 25 years in Telecommunications field in various executive positions. He traveled globally around 45 countries. He has so many patents to his credit in Telecommunications Sector. He took early retirement at AT & T Bell Labs USA as Executive Director.

### Board Meetings

During the Financial Year 2007-2008, the Board of Directors met 6 times on the following dates:

30<sup>th</sup> April 2007, 16<sup>th</sup> July 2007, 22<sup>nd</sup> August 2007, 10<sup>th</sup> October 2007, 26<sup>th</sup> October 2007, and 28<sup>th</sup> January 2008.

The Attendance of Directors at these Board Meetings and at the previous Annual General Meeting was under:

Name of the Directors	No. of Board Meetings held during the tenure of the Director	No. of Meetings attended by the Director	Whether present at the previous AGM
Mr. L. Maruti Sanker – Managing Director	6	6	Yes
Mr. Devabhaktuni V. Sai Prasad	6	6	Yes
Mr. M. Dattu Varaprasad Rao	6	6	Yes
Mr. Devender R. Poreddy	6	6	Yes
Dr. K. Kiran Kumar	6	6	Yes
Dr. M. Ramamohan Rao	1	1	No

### 2. Audit Committee

The Audit Committee was formed by the Board of Directors. The terms of reference of this committee cover the matters specified in the clause 49 of the Listing Agreement and as may be referred to the committee by the Board of Directors of the company.

Composition, name of Members and Chairman:

- Mr. M. DATTU VARAPRASAD RAO : Chairman  
(Independent - Non executive)
- Mr. DEVENDER R. POREDDY : Member  
(Independent - Non executive)
- Dr. M. RAMAMOHAN RAO : Member  
(Independent - Non executive)

and Statutory Auditors are invitees to the meeting. The total number of meetings held is 4 i.e., on 30<sup>th</sup> April 2007, 16<sup>th</sup> July 2007, 26<sup>th</sup> October 2007 and 28<sup>th</sup> January 2008.

### Meetings and attendance during the year

Name of the Member	No. of Meetings held	Attendance
Mr. M. Dattu Varaprasad Rao	4	4
Mr. Devender R. Poreddy	4	4
Mr. K. Kiran Kumar	4	4



### 3. Shareholders/Investors Grievance Committee

**Shareholders/Investors Grievance Committee was formed by the Board of Directors in terms of clause 49 of the Listing Agreement.**

The Shareholders/Investors Grievance Committee was constituted with the following persons:

1. Mr. DEVENDER R. POREDDY : Chairman
2. Mr. M. DATTU VARAPRASAD RAO : Member
3. Dr. M. RAMAMOHAN RAO : Member

The committee looks into the matters relating to the shareholder's complaints, grievances, various requests in the nature of transfer, transmission, etc., and also overseeing the performance of the Registrar & Transfer agents to improve the quality of investor services.

#### Share Transfer Details

All the transfer of shares in physical form have been handled by the Registrar and Share Transfer Agents. One complaint was received during the year and the same was resolved.

### 4. Compensation Committee

The committee was constituted with the following Directors for determining the remuneration packages of Executive / Non-Executive Directors apart from monitoring implementation of ESOP schemes.

1. Mr. DEVENDER R. POREDDY : Chairman
2. Mr. M. DATTU VARAPRASAD RAO : Member
3. Dr. M. RAMAMOHAN RAO : Member

### 5. Information on General Body Meetings:

**The last 3 Annual General Meetings were held as under:**

Date	Time	Venue
22.09.2007	09.30 A.M.	At Pride Inn Guest Rooms situated at No 8 - 2-289/8/1/B, Banjara Hills, Road No 14, Beside BN Reddy Colony, Opp: Walden street, Hyderabad - 500 034
29.09.2006	11.30 A.M	At the Registered Office of the Company
30.09.2005	11.00 A.M	At the Registered Office of the Company

#### Special Resolution(s) passed

During the year, the Company has not passed any Special Resolution by Postal Ballot.

### 6. Disclosures

- i) There are no materially significant related party transactions i.e., transactions of the Company of material nature, with its promoters, directors or the management, their subsidiaries or their relatives etc. that may have potential conflicts with the interest of the company at large;
- ii) There are no penalties, strictures imposed on the Company by Stock Exchange or SEBI or other authority on any non-compliance of laws related to capital markets, during last three years;

### 7. Means of Communication

Quarterly, half-yearly and annual results of the company are communicated to the Stock Exchanges immediately after the same

are considered by the Board and are published in English and Telugu newspapers. Annual Report of the company which includes Directors' Report, Auditor's Report, Corporate Governance, Management Discussion and Analysis Report is the main source of information to the shareholders.

### 8. General Shareholder Information

#### i) Annual General Meeting

Date : 30-09-2008.

Time : 09:30 A.M.

Venue : Pride Inn Guest Rooms

No 8 - 2-289/8/1/B, Banjara Hills, Road No 14

Beside BN Reddy Colony,

Opp: Walden street, Hyderabad - 500 034

#### ii) Financial Calendar

The financial year covers the period from 1<sup>st</sup> April to 31<sup>st</sup> March:

Financial Reporting for 2008-09 (tentative):

The First Quarter Results – 30.06.2008	Between 20.07.2008 and 31.07.2008
The Second Quarter Results – 30.09.2008	Between 20.10.2008 and 31.10.2008
The Third Quarter Results – 31.12.2008	Between 20.01.2009 and 31.01.2009
The Last Quarter Results – 31.03.2009	Between 20.04.2009 and 30.04.2009

iii) **Book Closure** : 26.09.2008 to 30.09.2008  
(both dates inclusive).

iv) **Dividend payment** : Not applicable as the Board has not recommended any Dividend for the year.

#### v) Listing on Stock Exchanges

Shares of the Company are listed on the following Stock Exchanges.

S.No.	Name of the Stock Exchange	Address
1.	The Hyderabad Stock Exchange Ltd.	Hyderabad (Derecognised by SEBI)
2.	The Ahmedabad Stock Exchange Ltd.	Ahmedabad

The Company has paid Annual Listing Fees for the year 2007-2008 and also for 2008-2009.

#### vi) Market Price Data

There is no trading of scrips of the company on the Hyderabad Stock Exchange and Ahmedabad Stock Exchange

#### vii) Registrars and Transfer Agents

M/s. Venture Capital and Corporate Investments Pvt. Ltd.  
12-10-167, Bharat Nagar, Hyderabad - 500 018  
Ph. Nos. 040-2381 8475 / 2381 8476 / 2386 8023  
Fax: 040-23868024



**viii) Delegation of Share Transfer Formalities**

The Board has delegated share transfer formalities to the Registrars and Transfer Agents:

M/s. Venture Capital and Corporate Investments Pvt. Ltd.  
 12-10-167, Bharat Nagar, Hyderabad - 500 018  
 Ph. Nos. 040-2381 8475 / 2381 8476 / 2386 8023  
 Fax: 040-23868024

All communications regarding Share Transfers, Transmissions Change in Address and any other correspondence etc., may be addressed to the Registrars & Transfer Agents. The company has constituted Share Transfer Committee, which meets 2 times in a month. Physical transfers are effected within the statutory period of one month. The Board has designated Mr. L. Maruti Sanker as the Compliance Officer. Hence, in case of any grievances the shareholders are free to approach the Share Transfer Committee for due redressal of their grievances. The Company has created an exclusive E-mail ID for the benefit of the share holders: investors@7seastech.com

**ix) Dematerialization of shares**

The Company's shares are dematerialized on National Securities Depositories Limited (NSDL) and Central Depository Services (India) Limited (CDSL).

**x) Address for Correspondence**

The Shareholders may correspond with the Company for the redressal of their grievances, if any to the Registered office of the company.

6-3-1239/2/A, Renuka Enclave, 3rd Floor  
 Kotis Court, Rajbhavan Road  
 Somajiguda, Hyderabad - 500 082.  
 or

**Registrars and Share Transfer Agents**

M/s. Venture Capital and Corporate Investments Pvt. Ltd.  
 12-10-167, Bharat Nagar, Hyderabad - 500 018  
 Ph. Nos. 040-2381 8475 / 2381 8476 / 2386 8023  
 Fax: 040-23868024





## MANAGEMENT DISCUSSION AND ANALYSIS

### Gaming Industry and its development

**India** 2008 is expected to be a pivotal year for the India games market for a variety of reasons including that International companies are now considering combining their offerings in China with expansion into a nearby country. India has a large middle class population of 81 million, with growing Internet and broadband consumption.

Gaming Industry now focuses more towards Casual Games (online games) and Mobile Games.

#### 1. Casual Games

Casual games are video games developed for the mass consumer, even those who would not normally regard themselves as a "gamer." Casual games are fun, quick to access, easy to learn and require no previous special video game skills, expertise or regular time commitment to play. In addition, casual games are usually easy to pause, stop and restart with little consequence to the player's enjoyment.

##### *History of Casual Games*

The casual games market and video game industry began with the launch of a simple "bat and ball" video game, Pong which launched in coin-op arcades in 1972, as a home console in 1974 and then on the Atari 2600 in 1977. Both Pong and the Atari became a staple in homes across Europe and North America. Arcade games were institutionalized in 1978 with the advent of Asteroids, the first of a series of space shooter arcades.

Microsoft's Solitaire, which came free with Microsoft Windows, is widely considered the first successful "casual game", with more than 400 million people having played the game since its inception. Subsequent versions of Windows included Minesweeper, and once Microsoft discovered the popularity of their pack-in solitaire, they expanded on it with FreeCell and Spider Solitaire.

**One of the most exciting things about the casual games industry is its ability to appeal to a wide variety of people: males and females, old and young alike.**

#### 2. Online Games

Casual Games moved to online in 1996.

"Online gaming is a technology rather than a genre; a mechanism for connecting players together rather than a particular pattern of game play." Online games are played over some form of computer network, now typically on the Internet. One of the advantages of online games is the ability to connect to multiplayer games, although single-player online games are quite common as well.

#### 3. Mobile Games

Mobile phone games are typically downloaded from the mobile "deck" or are pre-installed on mobile phones. Consumers may purchase downloaded games based either on a one-time fee, a monthly subscription, or as a 'pay to play' arrangement. The

potential for mobile distribution is high as penetration of mobile phones is also high – nearly every consumer in many parts of Asia, Europe and North America has mobile phones. Additionally, consumers in developing countries will acquire a mobile phone before more expensive gaming platforms or personal computers. Mobile phones are well suited to delivering casual games to consumers at moments – while on the train or in a waiting room, for example – when they are likely to have time and be open to playing games.

**Card, puzzle, and board casual games represent nearly half of the Top 10 games on mobile phones but only 28% of the games offered on operators' decks<sup>1</sup>**  
**Mobile handsets are one of many distributions Platforms for casual games**

### Global Market Opportunities

With an online games market worth \$2.5 billion in 2007, India, Korea, China and Taiwan also represent significant market opportunities for game publishers. Although often lumped together into one Asian market, they cannot be treated with one blanket solution or as one region because such significant cultural and business differences exist between them. While smaller than Japan, Korea, and China, the Thailand and Vietnam markets are interesting because companies are starting to generate revenues from investments. While there has been much written – and the international community understands much about the Japanese and Korean markets the Chinese and Indian markets are up coming, so we will focus on these.

### Market projections

a. According to NASSCOM

1. The worldwide gaming market is expected to touch \$42 billion by 2010, up from \$21 billion in 2006. The Indian market, also poised for growth, is expected to cross \$424 million by 2010, up from \$48 million in 2006.

