

## **Made-in-India Battle Royale Indus Trailer Debuts in New York's Times Square, Pre-Registration Date Slated for Later This Year**

- Indus is an Indo-Futuristic battle royale for mobile, PC, and consoles
- A trailer for the game debuted in New York's Time Square on the Indian Independence Day of August 15, 2022
- Indus is developed by Pune-based SuperGaming, makers of MaskGun and Silly Royale

**Pune, August 15, 2022:** The first trailer for Indo-Futuristic battle royale Indus made its debut on New York's Time Square to celebrate India's Independence Day of August 15. Developed by Pune-based SuperGaming, Indus will release on mobile, PC, and consoles. The trailer showcases SuperGaming's intent to deliver a bold and new experience for gamers the world over.

"Indus is at a stage where within the development team, we are able to play it in-house regularly," says SuperGaming co-founder and CEO Roby John. "While there's still some work to be done before we can bring Indus to all of you, this trailer shows what we're crafting to match your expectations and our ambition of putting India on the global gaming map."

In addition to this, the trailer also highlights that pre-registrations for Indus will begin later this year on both Apple's App Store and the Google Play Store for mobile devices. Stay tuned for more details in the run up to pre-registrations.

With Indus, SuperGaming leaned into its strength of putting players first with a community playtest for the game at its studio in Pune earlier this month. It included players, content creators, and esports pros. Their response to the game and its themes allows SuperGaming to make Indus better and has validated its many design decisions.

"The feedback from our community playtest strengthened our resolve that this is the right way to develop games," says John. "We can't build a better game without knowing who we're building it for and what they want."

## **Battle Royale by the Numbers With a Community-First Approach**

The underlying philosophy of working hand-in-hand with the community is how SuperGaming crafted its biggest hits — MaskGun and Silly Royale. Popular multiplayer shooter MaskGun has amassed over 64 million players since its launch. This is due to a relentless focus on putting its players first with consistent community collaborations, even leading to some of its biggest members featuring in-game as well as celebrating India-specific events like Diwali.

Similarly, the recently released social deduction game Silly Royale has over 20 million players in a year, in no small part thanks to regular community and content creator initiatives. The company aims to do the same with Indus with this playtest being the first of many planned.

The Indus Community Playtest resulted in a host of interesting takeaways including:

- 80 percent of the community had a positive sentiment with the theme of Indo-Futurism.
- Over 50 percent of those at the playtest want more game development and behind-the-scenes content.
- Roughly 30 percent prefer gyroscopic controls in-game.
- Most entries for playtest invitations were from Pune followed by Delhi, Gujarat, Bengaluru, Mumbai, Uttar Pradesh, Haryana, Rajasthan, Tamil Nadu, and Kerala.
- The average age of players being under 25.

All of these details are in line with the company's outlook on the market potential for Indus. Battle royale games are played by 350 million gamers in India and are a billion dollar market in the country. In-app purchases on mobile shooters grow year on year at 40 percent CAGR. Most importantly, no game has been built for an India-First audience until Indus.

For more on Indus, check out the [developer blog](#) as [YouTube](#), [Discord](#), [Twitter](#), and [Instagram](#) for the latest behind-the-scenes updates.

## **About SuperGaming**

SuperGaming is one of India's leading gaming companies founded by Roby John, Sanket Nadhani, Christelle D'cruz, Sreejit J, and Navneet Waraich. Along with building popular mobile games such as MaskGun, Silly Royale, and Tower Conquest, it has

invested deeply in building its own gaming engine for running hyperscale, real-time multiplayer games that included the official PAC-MAN game.

This multi-genre portfolio is indicative of the versatility and depth in game development that the 5 member founding team brings to the table. SuperGaming has 150 employees and is headquartered in Pune. For more information visit <https://www.supergaming.com/>.

SuperGaming: [supergaming.com](https://www.supergaming.com/)

Indus Twitter: [Indus Game \(@IndusGame\) / Twitter](#)

Indus YouTube: [Indus Game - YouTube](#)

Indus Discord: <https://discord.com/invite/WGzyhnsrmRY>