'DIRECTORS CAN'T THINK OF ME IN RICH-GUY ROLE'

Renuka Vyavahare

anoj Bajpayee, whose career boasts of some remarkable and versatile power-packed performances, points out the stereotyping that exists in Bollywood and says that it's time the film industry looks within and works on its weaknesses instead of defending them.

'I AM NEVER CONSIDERED FOR HIGH SOCIETY ROLES'

Talking about how stereotyping exists, looking back at his own film journey, Manoj says, "The only film before Gulmohar (2023) where I played a rich guy was Zubeidaa (2001). That was Shyam Benegal's conviction. He was the one who felt that real

maharajas were not Greek gods. They looked normal. In Veer-Zaara (2004), I played a politician from Pakistan. I had two scenes in it, but Yashji (Chopra) was adamant that I do it. He cast me after watching Pinjar (2003). These filmmakers had that vision which stems from seeing life up close. Bakiyon ko mujhe rich dikhaane mein dikkat hoti hai."

CONTINUED ON 3

SHIMMERY FASHION SHOWCASES AT DTFW



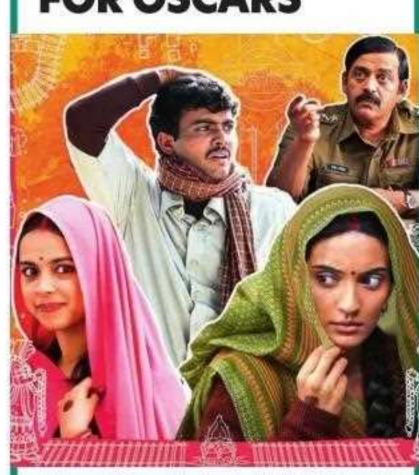
Week (DTFW), presented by Obello Life, co-presented by Signature Global Group and powered by Silenttpartners Inc, began on a glamorous note as Karishma Tanna (second from left) graced the ramp for **Obello Life presents** Archana Kochhar (L). The owners of Obello Life, Mohit Gogia (R) and Shweta Gogia (second from right) were also present at the event

Delhi Times Fashion

Day 2 of the event concluded with the Signature Global Group Grand Finale by Manoviraj Khosla (second from left), who showcased metallic shimmer. sequined outfits, and smart silhouettes on the ramp. The grand finale was attended by Iti Aggarwal and Bharti Aggarwal, Directors of Signature Global Group (second & third from right)



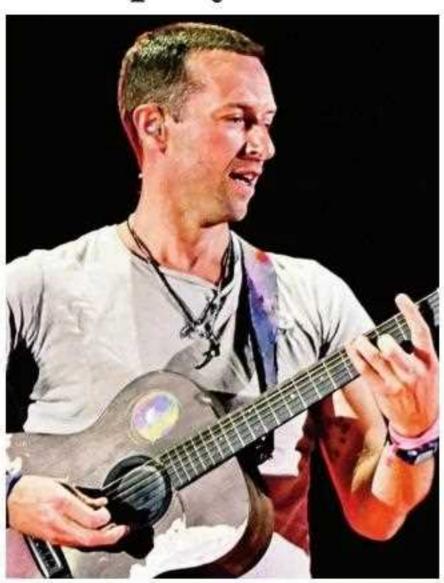
INTERNET **DIVIDED OVER INDIA'S ENTRY FOR OSCARS**



Laapataa Ladies was chosen as India's Oscar submission over several films, including Cannes winner All We Imagine As Light. The decision has got mixed reactions

BACK PAGE

Complaint filed over Coldplay ticket scalping



ollowing the ram-pant scalping of Coldplay concert tickets, the official ticketing platform for the concert lodged a complaint with the Mumbai Police. On Monday night, the platform released a statement clarifying, "Scalping is strictly condemned and punishable by law in India. We have filed a complaint with the police authorities and will provide complete support to them in the investigation of this matter." The Mumbai Police added that scalping is "strictly condemned and punishable under sections of the BNS and IT Act."

COLDPLAY CONCERT LEADS TO HOTEL PRICE SURGE IN MUMBAI

P3



Any feedback related to stories in Delhi Times?

Mail us @delhi.times@timesofindia.com

WEDNESDAY, SEPTEMBER 25, 2024 ADVERTORIAL, ENTERTAINMENT INDUSTRY PROMOTIONAL FEATURE

Powered by

BACK BEAT

DIVAS KICK

OFF PARIS

FASHION

WEEK

boat MAYBELLINE



OF INDIA

Maaad deals on epic stuff

Up to 80% Off*



Electronics and appliances

Up to 80% off



Boat Airdopes 131 MRP.₹2990.00 ₹699



NU Republic 16W Bluetooth Soundbar MRP.₹3999.00 ₹799

Beauty and personal care

Up to 50% off



Maybelline New York Sensational Liquid Matte Lipstick, 24 Touch of Spice MRP ₹409.00 ₹225



Renee Fab 5 5-in-1 Lipstick MRP ₹750.00 ₹368

Home and living

Up to 70% off



Chakaachak Eazo Grass Broom 1 Pc MRP ₹115.00 ₹79



Quace (15 x 26) cms Cylindrical Table Lamp -Beige MRP ₹1399.00 ₹599

Kitchen and dining

Up to 60% off



SOLARA 1.2L Elixir 40oz Stainless Steel Hot and Cold Insulated Tumbler with Lid & Straw - Mint Green

MRP.₹3499.00 ₹1599



Nayasa 3 Pcs Round Plastic Storage Container (1L, 2L & 3L) - Brown MRP.₹409.00 ₹209

Toys and sports

Up to 65% off



Lifelong Dual Color EVA Material Yoga Mat 6mm Anti-Slip Yoga Mat for Gym, Home, Color-Assorted MRP ₹2499.00 ₹549



Webby Plush Husky Dog Stuffed Animal Puppy Soft Toy, Adorable Gifts For Kids And Adult (Grey) MRP.₹599.00 ₹399

Fashion and accessories

Up to 50% off



You Bella American Diamond Combo of Pendant Set/Necklace Set with Earrings, Bracelet and Ring (Red) MRP ₹1999.00 ₹399



Zouk Multicolor Mandala Print Sling Bag MRP.₹3248.00 ₹974





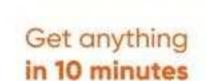
Up to ₹500 instant discount



Up to ₹500 instant discount



Extra 10% Cashback with Swiggy HDFC Bank Credit Card



12,000+ Products

24x7 Delivery



From Bangkok to Delhi: A Thai culinary affair in the city



AI tricks people into believing purple apples actually exist



It is not real... We've had lots of apples that have been developed in Saskatchewan, but none of them are purple

EVENTS

India Habitat Centre: Urban

Thoughts - A solo Stainless

Steel Sculpture exhibition by

Vikash Kalra, Till October 12,

Centre Atrium, IHC

Level: Medium

8

EXHIBITION

- Rachelle Hofmeister, a horticulturist

Email us at tims.delhitimes@timesofindia.com

SUDOKU CHALLENGE

6

EXHIBITION

solo painting

6

9

India Habitat Centre:

Mystic Miniatures - A

exhibition by Anuj

Arts Gallery, IHC

Prasad. Today, Visual

HOW

TO PLAY

Fill in the grid so

that every hori-

zontal row, every

vertical column

and every 3x3

box contains

the digits 1-9,

without repeating

the numbers in

the same row,

column or box.

You can't change

the digits already

given in the grid.

Every puzzle has

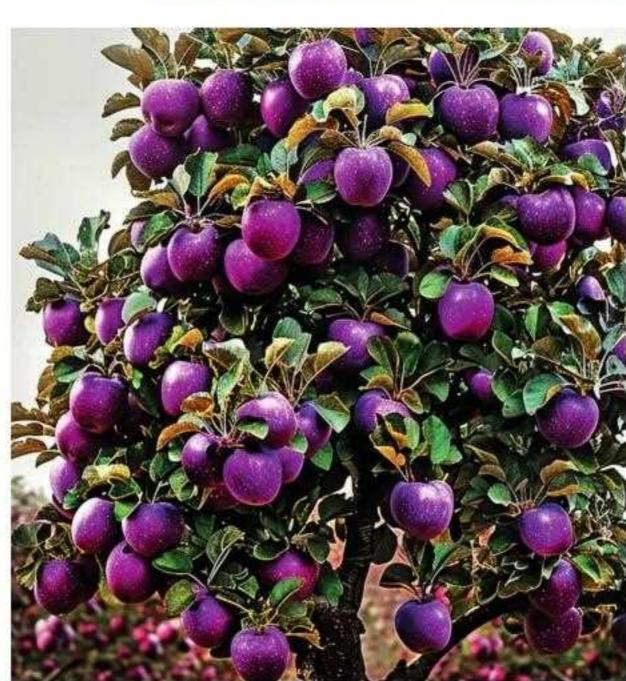
one solution.

pple lovers are flocking to Canada's Saskatchewan to get their hands on purple apples after their pictures went viral on social media. The only catch is: They are AI-generated and thus fake. Pictures posted by an Instagram user Unnaturalist AI are so attractive and tempting, it tricked people into believing the innovation of purple-coloured apples.

The post's caption also mentioned the fruit's place of origin. It also geotagged Knott's Berry Farm - a theme park in California. The post also mentioned that the apples are a prized ingredient in purple applesauce, a delicacy relished by indigenous Saskatchewan people. However, Rachelle Hofmeister, a horticulturist at Dutch Growers in Regina, Saskatchewan, told CTV News, "It looks amazing. It would be so fun. But, unfortunately, it is not real... We've had lots of apples that have been developed in Saskatchewan, but none of them are purple."

Despite being fake, the pictures have taken social media by storm.

HOW



The Al-generated apple trees and the fruit (left) that went viral

Ladies vs the Light: It's hardly a duel

here is rarely a year when India's official entry to the Oscars does not come with its share of controversies, of fans and commentators throwing in their weight behind their favourites and slugging it out on social media.

In 2014, crowd and critics' favourite The Lunchbox lost out to the obscure The Good Road. In 2020, Gully Boy made it to the list, Super Deluxe didn't, raising questions about the filters applied to the selection process and prompting Vijay Sethupathi to say he was "disappointed" over the "politics" behind it all.

The posters of Laapataa Ladies and

(below) All We Imagine As Light

We seem to be continuing the tradition this year, as Laapataa Ladies has nudged out Cannes history maker, All We Imagine As Light. There are theories about Payal Kapadia's vocal stance against the 'establishment', the credibility of the panel that 'overlooked' an 'obvious winner' in favour of a simplistic and widely watched film (All We Imagine has had a limited theatrical release in India), and the questionable logic behind an allmale selection committee that calls Indian women a "strange mixture of submission and dominance" in its infamous citation.

To be fair, Rao's film came at a time when popular cinema had found its El Dorado in testosterone-driven formulaic films that

edged out the women from the narrative. Laapataa Ladies took on the Animal, pun intended. Both films were successful in their own ways. Both were in the shortlist of 29 that the Oscars panel considered. Alongside Kapadia's still-life watercolour of a movie. And here's the fine print that comes into play.

A glance at the list of India's official entries to the Oscars since 1957 will tell you how it may not be the easiest task to select that one film that represents India's cinematic and cultural diversity on the global arena. From Pather Panchali to Lagaan, Reshma Aur Shera to Village Rockstars, from mass commercial films to art house films, we have tried everything. Apart from The Elephant Whisperers (documentary) and Satyajit Ray's Lifetime Achievement award, our brush with the Oscars has mostly been in the realm of song and dance and costumes.

The debate over whether Kapadia stood a better chance over Rao may not be settled any time soon. But for now, we may want to sit back and relish this moment - that we are discussing the Oscar-worthiness of two talented female filmmakers, helming two incredibly talented pools of actors, who have created their unique cinematic language. Even if pitted as rivals, Rao and Kapadia have changed something somewhere. And that alone calls for a celebration.

Agree? Disagree? Got a POV idea? Write to us at: pov@timesofindia.com

LEISURE

Fig B).

TIMES HITORI

TO PLAY 1. A number may appear just once in each row or column. Eliminate repeat numbers by darkening cells. (see example) 2. Darkened cells must never be adjacent in a row or column.	1	1	1	8	1	5	:
	1	7	8	5	6	3	1
	1	3	9	2	7	5	:
	2	8	8	7	6	4	2
	5	5	4	6	1	2	[
	7	6	3	8	4	9	ŀ
	1	4	6	9	4	7	!
	3	9	3	4	2	1	2

3. Unmarked cells must create a single continuous area, undivided by darkened cells. 4. Every time you darken a cell, you can automatically circle its vertical and horizontal neighbours, which means they cannot be eliminated. 5. Any cell "sandwiched" between neighbours of the same value can be circled, (e.g. 646) 6. A "triple" is a special case of sandwich. Circle the centre cells, and

darken the ends. (e.g. 6 6 6

Example

Rearrange the

letters in the

iumbles, one

letter to each square/circle.

to make four

ordinary

words

four word

FAEIR

RUSTS

AAUDLN

IINGHK

LOOP THE LOOP

Not allowed

(Fig B)

RULES · Connect adjacent dots with vertical or horizontal lines, creating a single

loop (Fig A). Crossovers or branches are not allowed (As shown by dotted lines in

· Numbers in the puzzle indicate the number of lines that

should surround it, while empty cells may be surrounded by any number of lines.

 You can't draw lines around zeroes. · Each puzzle has just one unique solution

HOW TO BEGIN:

SCRAMBLE

(Fig A)

Example (Fig A) - Begin with the zero next to 3. Since no lines can be drawn around zero, mark crosses around it, as shown. Now there is a cross in one space around 3. So we know the three lines of 3 can only be drawn in the remaining three spaces. Next, these lines can only be extended in one direction each. Continue, using the same logic. Hints: Keep eliminating possibilities by marking crosses in spaces

between dots where a line isn't possible, i.e., if you have already completed required lines or where a line extension may create a branch or cause a deadend (Fig B).

LOOK AT YOU! YOU'VE

FOR HOURS AND

HOURS!



ANYWAY, HOW CAN YOU

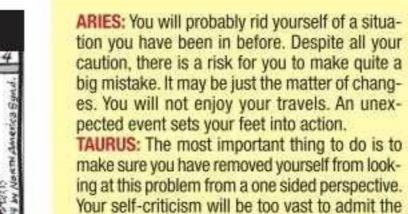
KNOW HOW LONG I'VE BEEN SITTING HERE?







See what the stars have in store for you – according to your moon sign.



GEMINI: You are likely to take the role of event manager in social events and will be exceedingly successful as well. The main thing of the day is to rethink your relationships. Devote more energy to clearing the emotional mines.

CANCER: You have a more sedate and conservative start to your day. Your work area will be filled with difficulties. You may find yourself a bit too detached from your job requirements. A financial crisis looming large behind you and you may be forced to tighten your purse. LEO: You'll be out of your current bind in a flash.

When you look back on today, you'll see it as a mere blip. But that doesn't speed time along for you any faster right now. You find yourself de- and goodwill.

termined to bring your finances back on track. VIRGO: Try to find the time to take a good look at the values that you are portraying. Academic or intellectual activity may be rewarding. Try to seek some tips on investments. You find things going not up to your expectations this day. LIBRA: Start planning any changes that you may want to make in your work plans. You can handle any situation with tact and intelligence.

Spiritual innings are on the cards for you now.

You will be benefited financially. A domestic

HOW TO PLAY

Hope is being able to see that

there is ___ despite all of the

Now arrange the letters in the circles

to form the answer to the riddle or to

fill in the missing word as indicated

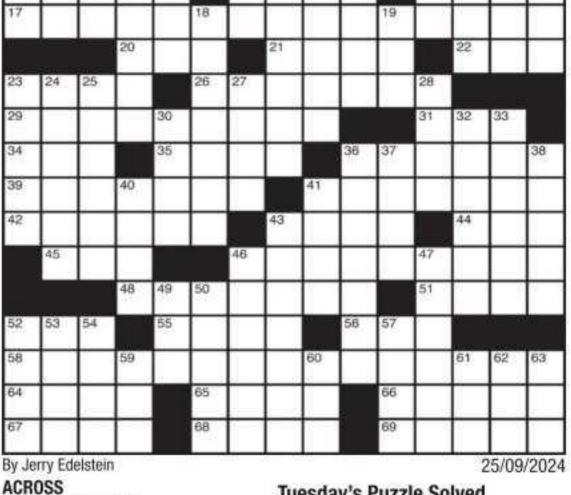
- Desmond Tutu (5,...8)

responsibility would occupy your day. SCORPIO: Try to make the time so you could choose confidently. Exhausting yourself with thought processes costs you. You may find attracted to a fascinating person and an important relation in your life. Your confidence on your ability to control your state of affairs lifts your

SAGITTARIUS: Make sure you have a clean environment. You are about to come into your own and command the respect that you deserve in the world. You may be wondering whether you are really getting at the deeper layers. You are turning emotional uncertainty into determination. CAPRICORN: It is really necessary for you to learn to see all sides of every situation and most important, so learn to listen. You are likely to come face to face with a spiritual person. AQUARIUS: Be assured that your coming choices are well grounded. There may be long delays in personal fulfilment. The challenges will resurface in your life. A strange sense of discomfort

will be there. PISCES: You will feel lot of contentment and confidence. Remember that moderation is necessary in all aspect of you life. You find new resolutions are nothing more than comic attempts to correct ones mistakes. You will have a rewarding experience in terms of the respect

THE DAILY CROSSWORD



Tuesday's Puzzle Solved 1 Mazda two-seater MOET 6 Nerve centers 10 A bit open FUDGEFACTOR 14 "What a bummer!" 15 Soon, quaintly FRAUD CHO SCENES 16 Small bay Y|A|L|E | C|H||P|L|E|A|D|E|R 17 Part of a cross-THIS IRLCOO examination TETRALATMECROW 20 French 10 21 Salt Lake City college BOXESOFCHOCOLATE athletes 22 Female sheep 23 Mint family herb 26 Earlier than 29 High school honor that may come with a tiara

@2024 Tribune Content Agency, LLC

Jima

3 French buddy

two-seater

5 Not voting 56-Across

4 Cannondale

6 Owned

31 Pa. neighbor 34 Having five sharps. on a score 35 One of a kind 36 Nobleman's address 39 Adjust, as wheels 41 non grata 42 Flee

43 Verdi opera set in 44 Hibernation spot 45 Tackle the slopes 46 Highlighted excerpt in an article 48 WNBA official

51 Spoils 52 Place for the Torah 55 Stella cookies 56 Pro vote 58 "Behave!," and an apt title for this puzzle

64 "Got it" 65 Future atty, 's exam 66 Give a quick review 67 Moist 68 "Sisters" Emmy winner Ward 69 Writing class writing assignment

1 Waze display

7 Mentally restless 8 Pitcher Jim who wrote the 1970 memoir "Ball Four" 9 Show scorn 10 Put on a show 11 de vivre

12 Affirm 13 Painter Magritte 18 Strike, as from a formal record

19 Retired fast jet, briefly 23 Steeple topper 24 James of "Gunsmoke" 25 Turn around 27 Bridle strap 28 Hooting birds 30 Witty remark

32 Louisiana religion with African roots

Batman 36 Musical mixtures 37 Basra's country 38 "Fleishman Is in Trouble" actress Claire 40 Hibernation spot 41 Heap

33 Will who voices Lego

24/09/2024

43 Like the northern 46 Read carefully 47 Seventh planet from the sun 49 Big name in ice

cream 50 April __ Day 52 Surrounded by 53 Set's opposite 54 Was aware of 57 Loosen (up)

59 Susan of "L.A. Law" 60 School support org. media

61 Private chats on soc. 62 Sine __ non 63 Asset in a covert op

SOLUTIONS TO GAMES/PUZZLES

TIMES SUDOKU 1 2 9 7 8 6 9 8 2 7 4 9 8 4 6 962138719 2 4 8 8 7 8 1 9 4 5 2 1 8 3 7 6 9 8 6 7 8 8 8 8 8 98748486

1 4 9 3 9 8 8 4 1

\$ 5 6 8 L L 9 Z 9

LOOP THE LOOP · 2 · 5 × * 0 × 5 × 3 × * * Z 2 × × ×



SPELLATHON

тоге, тогп, погт, отеп mink, minor, mire, MONIKER, monk, emir, merino, mien, mine, miner,

SCRAMBLE

light despite all of the darkness - Desmond Tutu Answer: Hope is being able to see that there is Words: Afire, truss, landau, hiking

SPELLATHON

AW, GET OFF MY

CASE!

Today's Ratings: 10-average 112-good 1 14-outstanding



or more letters can you make from the letters shown in today's puzzle? In making a word, a letter can be used as many times as it appears in the puzzle. Each word must contain the central letter. There should be at least one seven letter word. Plurals, foreign words and proper names are not allowed. British English Dictionary is used as reference

How many words of four

Vol. 24 No. 268

RNI Registration No. DELENG/2001/5765.

Published for the proprietors, Bennett, Coleman & Co. Ltd. by Rajeev Yadav at Times House, 7, Bahadur Shah Zafar Marg. New Delhi — 110 002 and printed by him at Times of India Press. 13 & 15/1, Site IV Industrial Area. Sahibabad (U.P.) and Bennett Coleman & Co. Ltd. Plot No. 7-8 Sector M-11, Transport Hub, Industrial Model Township, Manesar, Haryana-122051.

Regd. Office: Dr Dadabhai Naoroji Road, Mumbai - 400 001. Editor (Delhi Market): Anshul Chaturvedi, responsible for selection of news under PRB Act. © All rights reserved. Reproduction in whole or in part without written permission of the publisher is prohibited. Circulated with The Times of India in Delhi & adjoining areas.



DENNIS THE MENACE

"NO, DENNIS. I HIGHLY DOUBT THE VIKINGS SANG 'ROW, ROW, ROW YOUR BOAT' AS THEY SAILED.



Those who managed to get their hands on the elusive Coldplay concert tickets have something new to worry about – getting a hotel room in Mumbai during the concert days. Most hotels within a 20 km radius of DY Patil Stadium in Navi Mumbai have hiked their tarrifs by 5x or 10x – going up to several lakhs in some cases - for the concert dates



People applying for #Coldplay tickets should also take a look at hotel

I strongly demand a "Mumbaikar" quota for such events 🥸

prices in Navi Mumbai & Mumbai 😅

If you dig deeper, you'll notice that Bollywood lacks insight, says Manoj

DELHI IS TALKING ABOUT



'People who come from remote places have seen life'

Manoj shares, "People like me who come from remote places, we have seen life. I once told an aspiring actor, 'Train mein baitho aur ek saal Hindustan dekho. Mere gaon chale jao, mera ghar khulva doonga. Stay there. That's where you will learn about relationships as you will talk to common people'. For me, that experience will teach you more than any acting school."

20 years ago, I didn't have to struggle to get my script in Devanagari. Today it's a struggle because 98% actors read Hindi lines written in English

Manoj adds, "The roles that I portrayed were mostly set in middle-class and lower-middleclass stories. I am never considered for high society roles. No director could think of me as a rich guy, barring the two stalwarts that I mentioned. This stereotyping exists."

'MOST PEOPLE IN **DECISION-MAKING POSITIONS ARE CUT OFF** FROM REALITY'

The celebrated actor feels there's a larger problem that the industry is facing today. He feels, if you dig deeper, you'll notice that our industry (Bollywood) lacks insight towards life, our country and people. He says, "The problem that our industry is facing is lack of insight. Most people who are at the helm of studios or decisionmaking positions belong to a generation that hasn't seen India. They are completely cut off from reality. Their references

are other films and not real life. And there came a point when tickets became unaffordable and south films in dubbed versions became people's staple diet in the north because those

films were more relatable." 'IF YOU WISH TO PURSUE A CAREER IN HINDI MOVIES, YOU MUST LEARN HINDI'

He says, "It's not the fault of urban kids that they are well versed in English over Hindi. As parents, those who can afford it, we want our kids to study in the best of English medium schools and get the best education. There's nothing wrong with that. However, if these kids wish to pursue a career in Hindi movies and become a part of the industry, you must learn the language." "You will be surprised to know, 20 years back, I didn't have to struggle to get my script in Devanagari. Today, it's a struggle because 98% of actors read Hindi lines written in English," adds Manoi.



This season is all about mega benefits on your favourite Hyundai. VENUE

Benefits made just for you

	Cash benefits up to*	Exchange	Pride of India / Corporate*	Accessory package	Total benefits up to*
VENUE	₹45 000	₹10 000	1.00 miles	₹15 629	₹70 629
EXTER	₹20 000	¥	(#S	₹12 972	₹32 972
Grand i10 NIOS	₹35 000	₹10 000	₹3 000	.77	₹48 000
i20	₹35 000	₹10 000	:#≎	(+)	₹45 000

of current room tarrifs

pointing out how even

on the concert dates,

hotels that generally

have a per night price

of 5K had increased it

to 50K+

VENUE accessory package worth ₹ 21 628 can be availed on payment of ₹ 5 999. EXTER accessory package worth ₹ 17 971 can be availed on payment of ₹4 999. "Special benefits for CSD and KPKB customers









(Udyog Vihar-IV)

8860626993

FARRUKHNAGAR





(Palam Vihar)

(MG Road)

7289910900

GOHANA

MALWA

9468100733

(Sector-14)

GANNAUR

MALWA



Bata Road)

8800011100

SONIPAT

MALWA

(Jat Joshi, Bahalgarh Rd.)

Chowk)

9643400505

BULANDSHAHR

FORTUNE

(Bhoor Crossing, Delhi Rd.)

		* = 1 - 1	11	WE	ST DELHI						EAST DEL	HI				NORTH DELH	Ü.	
(Janakpuri) (9311865801	Raja Puri (No				Motinagar) (Sec.		puri Ph-1) (Ma		DEEP adka Indl. Area) 360606033	HIMGIRI (Dayanand Vihar) 7982085550	HIMGIRI (Jhilmil Indl. Area) 8287110966	SUNRISE (Opp. Mother Dairy Plant) 9871952249	SUNRISE (Patpargani) 9871952251	MALWA (Pitampura) 9289094801	MALWA (Narela) 9053070847	UNITY (Shalimar Place 9643332012	PAHWA (Shakti Nagar) 8800025123	(Wazirpur 981155334
		SOUTH	ELHI				CENTRAL DEL	.HI	GRE	ATER NOIDA				N	OIDA			
LAMBA (Malviya Nagar) 7290008982	SHUBAN SAI (Mathura Road MCIE) 8882435400	d, (Kailash Colon Branch)	KONCEPT y (Okhla) 875021777	(Safdarjur 7 Enclave) 87502177	g (Lajpat Nagar) 9711115252	BAGGA LINK (East Patel Nagar) 8800021533	SUNRISE (Daryaganj) 8448094650	PAHWA (Karol Bagh) 8800053250	(D	FORTUNE 0-74, Site-IV) 540083004	KARMA (Sector-85) 9999122790	KARMA (Sector-49) 9289528800	JRD NIMBUS (Sector-5) 9540200200	CAPITAL (Dadri) 9899156393	CAPITAL (Sector-63) 9999489444	(Sector-37) 7042493366	(Sector-10) 7042493340	FORTUNE (Noida Extension) 935500330
	G	HAZIABAD							GURUGRAM							FARIDABAD		
PAWAN	DREAM	SHINE	M.R.	M.R.	SAFDARJANG	SAFDARJANG	SAFDARJAN	G TRIUMP	H DEEE	MM DEEEMM	DEE EMM	HIMGIRI	HIMGIRI	MAHADEV	MAHADEV	BOHRA	CAPITAL	TRIUMPH

(Sector-49)

Extension Road)

9205942100

JMV

9999116660

JMV 9999116665	TRIUMPH 7210004500	TRIUMPH 9289361701	FORTUNE 8194000854	FORTUNE 9643316502	TRIUMPH 8588853368	999
For any Bulk	enquiry please	contact: munmi	i.rajguru@hmil.n	et (Delhi), sume	etkalra@hmil.net	(NCR)
	10 100		M/8 22.2		Terms & Conditions app variants. Payment for ac	cessory pa-

Hyundai

SOHNA

(Lal Kuan)

(Meerut Road)

MANESAR



7065543000

Area Branch)

9312821198

PATAUDI

(Loni Road)

MODINAGAR

(Sohna Road)



JEWAR

(Hero Honda Chowk)

and subject to payment of applicable charges. "For detailed T&C of Shield of Trust & Super, kindly visit Hyundai India website. "*Scrappage bonus is only applicable on select models. Based on Certificate of deposit (issued by may vary or may not be a part of standard fitment and are subject to change without prior notice. Hyundai Motor India reserves the right to change specifications, colour, equipment and schemes at any time without prior notice. The black shade on glasses are due to lighting effect. Size and colour may appear to vary due to lighting and position effect. Extended Warranty and Shield of Trust packages are on payable basis. For more details on warranty, please refer owners' manual, "CSD: Canteen Stores Department, KPKB: Kendriya Police Kalyan Bhandar.

KHARKODA

MALWA

(Golf Course

Road, Sector-53)

8287110854

(NHPC Chowk) (Mathura Road)

7042193333

KUNDLI

MALWA

(NH-1, 31 K.M. Stone)

Netizens divided on India's Oscars choice

Talk

As soon as the news of Laapataa Ladies being India's official Oscar submission for 2025 came out, social media users shared their two cents on whether it's a good choice, or if the Cannes winner All We Imagine as Light was a better pick

Priyant 🔮 @Priyant1987

Congrats India doing everything to avoid going to the Oscars once again



@everrmine

i loved laapataa ladies but choosing it over all we imagine as light, a movie that has received so much international acclaim is like shooting yourself in the foot



Ajay Singh

@ajaxsingh India's Oscar selection committee is a bunch of knuckleheads! Sheer morons! First Lunchbox, then RRR, now ALL WE IMAGINE AS LIGHT. They have screwed three films that had a genuine shot at the statue!



Baradwaj Rangan 🤣 @baradwajrangan

Submitting a film for the Oscars is not just about the film being good but also whether the producers have the funds / desire / know-how / contacts to mount the hugely expensive Oscar campaign. #laapaataladies is the perfect choice.



@theonlykumar

Laapata Ladies is a good pick for the Academy Award. It has a strong chance due to Aamir Khan's production, distribution, and campaigning

The Oscars encompass more than just films. The marketing campaigning



MH @TaciturnToast

I'm thinking All We Imagine As Light put the jury to sleep and they chose a slightly more entertaining film. They didn't want to unleash the pretentious and boring Indian films out to the world.



वरुण 🍱 @varungrover

I mean it was expected that the chaaploos mandali (who can't even write a citation with any attention to detail or meaning) will never select a film by someone who has questioned their authority.

And it's still heartbreaking. We rarely get such a strong contender as



वरुण 🍱 @varungrover -

At the same time, happy for Kiran Rao and her team. They made a sensitive, progressive, rooted film told beautifully through a new set of actors (and a hate-speecher) - and totally deserve a shot at glory. Best wishes to them. Jai Ho!



Guy Lodge @GuyLodge

Yep, they never go with the festival favourite! Looking forward to seeing Lapataa Ladies but feel very bad for Payal Kapadia.



Sucharita @Su4ita

I'm just happy for my girl Chhaya Kadam. AWIAL ho ya Laapata, she is living her best life

ALAN WALKER **LANDS IN INDIA FOR** A 10-CITY **TOUR**

Alan Walker is gearing up for a 10-city tour across India, which kicks off on September 27 in Kolkata. Ahead of his first performance, the Norwegian DJ was spotted arriving in Mumbai, dressed in a brown hoodie and black pants. Alan is set to perform in cities like Mumbai, Bengaluru, Delhi-NCR, Ahmedabad, Kochi, Hyderabad, Pune, Shillong, Chennai, and Kolkata, between September 27 to October 20.







POOJA.MAHIMKAR @timesofindia.com

or those looking to build a career in a field that thrives on innovation and constantly pushes technological boundaries, game development offers the perfect blend of challenge and fun. Today's game developers aren't just crafting visually stunning worlds-they're leveraging powerful game engines specifically designed to enhance unique projects. "These improvements provide game developers the power to simplify processes, integrating complex gameplay, art, and other features seamlessly into their games," says Roby John, co-founder and CEO, SuperGaming.

Along with games, gameplay has also evolved in the country, "Casual and hyper

or movie franchise. For instance, after the Harry Potter series dominated bookshelves and box office, games soon followed on mobile, console, and PC platforms, keeping the magic alive while driving revenue. While games were considered somewhat of an afterthought until a few years ago, the trend has now flipped, with shows and films

Esports made its debut at the 2023 Asian Games, marking a clear indication of the rapid and widespread acceptance of gaming in India

Arnold Su, vice president, consumer and gaming PC, system business group, ASUS India adds, "Video gaming in general is fast becoming a mainstream sport in the country and a good example would be Asian games. Since 2022, esports has been a part of it and India has been a participant country."

MONEY MATTERS Ashish Sikka, director and category head, Lenovo India says, "The Indian gaming community is undergoing a rapid transformation, with the country now boasting the world's second-largest gaming audience. By 2025, it's projected that over 500 million gamers will be a part of this thriving ecosystem. In a recent survey we conducted, an astounding 89 per cent of gamers in

India are under 24 years

ture available in more mature markets. Government support and private sector investments are crucial to building state-of-the-art gaming studios, research and development centres and training facilities. Further, fostering a conducive environment for startups and providing access to funding and mentorship can spur innovation and drive growth in the sector," opines Anuraag Saxena, CEO, E-Gaming Federation.

*** THE REGIONAL TOUCH** It's fresh, interesting, and incredible to see the adoption of Indian and South Asian narratives driving the games developed by creators from the region. "Indian developers are increasingly choosing to tell stories with the flavour of their culture, offering something new to the world, while resonating with local

audiences," says John. This

has also encouraged indie

games to experiment with

unconventional ideas and

gameplay mechanics. Lower barriers to entry have also

contributed significantly to

the growing popularity of

indie games. Powerful tools

enable small teams or even

solo developers to produce

distribution platforms allow

these games to reach a global

audience without tradition-

al publishing deals. This

democratisation of game

development has led to a

surge in indie game produc-

tion, increasing the chances

in 2022, India is expected to have one billion smartphone users by 2026, which will naturally impact mobile gaming as well. "This shift is not merely a trend but a fundamental transformation in how Indians consume entertainment. In recent times, we have seen casual gaming experience a boom, with a growing number of people seeking quick, engaging, and accessible games during commutes, breaks, or leisure time," says John. However, this doesn't mean that PCs and consoles are losing their charm. Their superior gaming quality and enhanced graphics offer a gaming experience that mobile devices can't match. "Our study suggests that one of the key reasons for this is the superior features offered by PCs, including enhanced FPS, display quality, and graphics, which collectively contribute to an elevated gaming experi-

Deloitte India published

POLICY PUSH

Industry experts also state that the government's proposal for 100 per cent FDI approval is set to elevate the profile of Indian game developers on the global stage. "The influx of foreign investment is expected to foster innovation, talent development, and the creation of world-class games. The combination of a massive domestic market and a supportive regulatory environment makes India an attractive destination for gaming

companies worldwide,

concludes John.

ence. Additionally, access to a broader range of games on PCs compared to mobile devices is another factor influencing gamer preferences," says Vineet Gehani, senior director-personal systems, HP India.

CONSUMER CONNECT INITIATIVE

Game face on: Indian gamers are levelling up India is stepping up its game (quite literally), blending local culture with new tech. The journey has just begun, and the future looks bright for game developers

> casual games continue to engage people across the globe. In India, the availability of better hardware at affordable prices is bringing more players into the gaming fold. This has led to a significant increase in mid to hardcore gaming, with more competitive titles capturing audience attention. Additionally, with the rise of online gameplay, gaming is increasingly being adopted as a form of interactive

TABLES HAVE TURNED For years, gaming was seen as an extension of a book

entertainment," adds John.

Gamers dedicate around 12 hours each week to gaming. 67% of gamers prefer gaming on PCs as compared to mobile phones today

> - HP's Gaming Landscape Study 2023

increasingly being inspired by popular video games. The success of The Super Mario Bros Movie is a testament to how films derived from video games are gaining widespread recognition.

old, highlighting the region as a crucial market for innovative gaming solutions." However, the curious thing is, "The country currently accounts for just one per high-quality games without cent of the total global extensive resources. Digital gaming revenue, emphasising the untapped potential of the sector. The industry also requires substantial investments in infrastructure and technology to compete globally. While there have been notable success stories, such as the rise of homegrown game developers and esports platforms, the industry still lacks the robust infrastruc-

*** PHONE EVOLUTION** According to a study by

of finding hidden gems.

Introducing the latest Intel® Core™ Ultra processors

More creative. More productive. More time for what you love.

@ Find starfish intel

More Apps Al experiences¹ More Immersive Experiences

50%

better graphics²

More Battery Life more efficient³

More Secure Built-in protections4

Pre-order your Intel AI PC today. Get exciting deals* at:

Retailers**











Images are meant for representation purposes only, actual designs may vary

*Terms and conditions apply. The brand offers mentioned above are from the respective laptop brands, retail ere refers to third party sellers and their respective brand names. Intel does not endorse these claims and does not provide guarantees, warranties of any kind, express or implied in relation to the third party sellers and their respective brand names.

latform performance of Intel® Core® Ultra Series 2 mobile processor (codename: Lunar Lake) versus Meteor Lake on 3DMark Time Spy. See intel.com/performanceindex for details. Results may vary As measured by lower SOC power of Intel® Core™ Ultra Series 2 mobile processor (codename: Lunar Lake) reference validation platform on YouTube 4K 30FPS AV1. See intel.com/performanceindex for details. Results may vary



Dr Rane mentions, "Gamers must follow the 20-20-20

rule (every 20 minutes, take

a 20-second break and gaze

at something 20 feet away) to maintain good eye health

contrast and good lighting in

phones with noise-cancelling

technology are recommend-

ed, as these noise-cancelling

external noises, which allows

headphones can block out

you to enjoy games at a

lower volume."

along with proper screen

Dr Gogia suggests, "Head-

the room."

Mindfulness mode activated: Make mental health a priority

Here's how new-age gaming can affect your mental health

ISHA.KHATU@timesofindia.com

rom real-time strategy games (RTS) to massively multiplayer online games (MMO), online gaming offers an array of experiences. However, as gaming becomes more integrated into daily life, its impact on mental health is increasingly debated.

Read on to know the impact of online gaming on mental health and some ways to maintain a healthy balance.

RITIKA.GONDHALEKAR

@timesofindia.com

sector has levelled

up significantly,

he Indian gaming

evolving from a niche

industry teeming with

both, talent and oppor-

tunity. The Indian gam-

ing industry comprises

over 1,400 gaming com-

panies, including 500

gaming studios, states

hobby to a billion-dollar



Positive impact of online gaming on mental health

COGNITIVE BENEFITS

Online gaming, particularly genres like RTS and MOBA (multiplayer online battle arena), can enhance cognitive functions. Players often engage in complex problem-solving, strategic planning, and quick deci-sion-making, which can improve mental agility and critical thinking skills.

Hardika Zaveri, a psychotherapist based in Mumbai informs, "Players of shooting/ action games, which are mostly violent, have more accurate attention allocation (reaction time in terms of speed and accuracy) and a higher spatial resolution in visual processing. These skills can be learned relatively quicker than traditional ways, and the effects last much longer."

"Many problem-solving games involve intricate puzzles and challenges, requiring players to think critically and find solutions. These games often encourage experimentation with different approaches to overcome obstacles, fostering flexible thinking and adaptability. Strategic thinking is another key benefit. In strategy games, players have to anticipate opponents' moves and plan counter-strategies, enhancing their ability to predict outcomes and think several steps ahead. Additionally, many games feature dynamic environments where players must adapt their strategies on the fly, honing their ability to react to unexpected changes," shares Hiral Sagar, a counselling psychologist and arts-based therapist.

SOCIAL CONNECTIONS

Contrary to popular belief, MMOs and multiplayer games can foster social interactions. Players from around the world connect, collaborate, and build friendships.

For many, these virtual interactions can provide a sense of community and belonging, particularly for those who feel isolated in their offline lives. The teamwork and communication skills developed in these settings can translate into better social skills in real life.

STRESS RELIEF

Gaming can be a form of escapism, offering a break from the stresses of daily life. Engaging in a virtual world allows players to decompress and unwind, reducing stress and anxiety. The immersive nature of games can be particularly effective in diverting attention from worries and promoting relaxation.

IMPROVES CREATIVITY AND IMAGINATION

Many games encourage creativity, whether it's through customising characters, designing virtual spaces, or engaging in role-playing. These activities can stimulate the imagination and provide a creative outlet, fostering a sense of accomplishment and boosting self-esteem. Sagar mentions, "Games that allow for creative expression, such as sandbox games, can foster imagination and



social withdrawal and isolation,

health issues. Similarly, talking

further exacerbating mental

about the impact of gaming

on eyes, Dr Nandita Rane, a

such as headaches, blurred

Mumbai-based ophthalmolo-

gist informs, "Extended periods

of screen time can cause digital

eye strain, leading to symptoms

vision, dry eyes, and ocular fa-

Solutions to maintain a

Set boundaries:

healthy balance

Schedule breaks and allocate specific times for gaming, balancing

Physical activity:

it with other activities:

Regular exercises can boost mood, improve physical health, and provide a necessary break from screen time:

Foster real-life social connections:

Spend time with family and friends, participate in offline activities, and engage in face-to-face interactions;

Monitor content and behaviour: Parents should set age-appropriate

limits and discuss the potential impacts of violent or mature content to mitigate negative effects:

Use screen filters or blue light

Protect hearing and eyesight:

glasses, and ensure that the volume is kept at a safe level;

Seek professional help if needed:

Therapists and counsellors can provide support and strategies to address gaming addiction and related mental health issues.

Negative impact of online gaming on mental health

ADDICTION AND COMPULSIVE

BEHAVIOUR One of the most significant concerns is gaming addiction. Zaveri adds, "Online games are highly driven by a sense of

"Dad, I want to be a professional gamer..."

... A few years back, no parent would welcome a career in gaming. However, the

gaming industry today offers lucrative job roles that you can leverage

and MCA, now featuring

specialised integrations

towards more structured

and industry-aligned ed-

ucational opportunities,"

says Lokesh Suji, direc-

tor, Esports Federation

of India (ESFI) and vice

president of Asian Es-

ports Federation (AESF).

Shefali Johnson, chief of

staff, NODWIN Gaming

in gaming and esports

within their curricu-

la, represents a shift

checked gameplay behaviour (no schedule to follow outside of gaming) or is unaware of this biofeedback mechanism, it can create a loop and contribute to addictive tendencies. Signs and symptoms of gaming addiction can include withdrawal, preoccupation with gaming, loss of control, interpersonal and/or intrapersonal conflicts, and depressive moods." This can also result in sleep deprivation and decreased academic or professional performance.

levels and boost this sense of

accomplishment, essentially

mimicking a sense of high. If

the gamer is engaging in un-

SOCIAL ISOLATION

While online gaming can foster virtual connections as mentioned above, it can also lead to social isolation in the physical world. Players may spend long hours gaming at the expense of real-life interactions, leading to weakened social ties and a sense of loneliness. This isolation can exacerbate feelings of depression and anxiety.

JOB ROLES ACROSS

GAMING INDUSTRY:

THE GLOBE IN

Game Designer;

Sound Designer/

Audio Engineer;

Quality Assurance

Data Analyst/Game

Esports Manager/

ESFI and

(AESF)

(QA) Tester;

Analyst;

Organiser;

AGGRESSIVE BEHAVIOUR

Some studies suggest a link between violent online video games and aggressive behaviour. First-person shooter games and other violent genres are said to desensitise players to violence and increase aggressive thoughts and behaviours. However, this topic remains contentious, with other research indicating that the impact may be minimal or influenced by pre-existing personality traits.

IMPACT ON EYES AND EARS

Prolonged exposure to loud volumes through headphones and extended screen time during gaming can severely impact hearing and eyesight, leading to significant mental health challenges. Dr Vivek Gogia, ENT director at De Cure International Centre, Gurgaon, explains, "Continuous exposure to loud gaming music or background sounds can cause hair cells in the ear to lose their sensitivity to vibration, sometimes resulting in temporary or even permanent hearing loss. This auditory damage can lead to

creation around gaming

have been popular in

more mature gaming

now, but with India's

digital growth, Indian

gaming creators have

started to make their

Game Designing: Game

professional training,

though it totally de-

designing often requires

pends on what role one

is vying for. For exam-

ple, games are built on

engines, for which one

must learn the process

with a formal course at

an institute or online.

Game design also has

designers, art and de-

storyboard artists, sound

sign personnel, narrative

designers, game testers

and much more. Each

of these distinct roles

are crucial to creating

studios have people

successful games. Many

adept at more than one

of these disciplines, but

multiple roles, like

mark in the content

creation space.

markets for some time

tigue. Over time, this strain can increase the risk of developing myopia and can contribute to stress and anxiety." The combination of these physical ailments, coupled with the sedentary lifestyle often associated with prolonged gaming, can lead to irritability, decreased productivity, and an overall decline in mental well-being.

MENTAL HEALTH DISORDERS

Excessive gaming can contribute to or exacerbate mental health issues such as depression, anxiety, and mood disorders. The competitive nature of many games can lead to stress and frustration, particularly when players experience repeated losses or cyberbullying within the gaming community.

War of the platforms

Presenting a comparative analysis of gaming consoles, gaming PCs, and mobiles

ROHAN.PATIL

@timesofindia.com GAME CONSOLE

The advantage of a gaming console is that the fixed specifications make it easier for game developers to design games. "From a consumer point of view, this guarantees a set level of performance and expectation-you always know what to expect in terms of experience. It's this consistency in the development process and user experience that makes it ideal. Let's not forget, the graphics are topnotch," shares Srinivasan Veeraraghavan, co-founder at Dot9Games, one of the leading gaming

studios in India. It is safe to say that console gaming has created a community of gaming enthusiasts and professional players.

The biggest drawback of a gaming console today is its cost. Investing thousands in a product for a single purpose can seem excessive, and purchasing new games only adds to the expense. Another possible drawback is the lack of portability.

PC GAMING

"One of the major factors working in favour of PC gaming is the fact that one can multitask," shares Vishal Parekh COO, CyberPower-PC, a custom gaming PC company/brand. The multifunctionality and the scope of customisation make PC gaming

rank higher in terms of comparison to consoles or mobile devices. You can also make use of different accessories such as a controller, joystick, gaming mouse, keyboard, etc. The game engine or almost all the accessories can be changed in case of any error. This leaves PC gaming with no restrictions, as all the devices can be upgraded over time. The customisation of settings, great graphics and optimal gaming speed are just a few advantages of PC

gaming. Veeraraghavan shares, "Multitasking abilities aside, to ensure high-quality gaming, PC gaming quite likely has the highest entry barrier in terms of hardware. To buy a good enough PC to run all of the latest and greatest games at a

reasonable resolution and frame rate. you'll be paying at least Rs 1,00,000 to Rs 1,50,000."

MOBILE GAMING

"Mobile games played a pivotal role in ensuring widespread gaming in the country. However, we are seeing a remarkable shift in consumption patterns in India. Not only does mobile gaming allow users to play games from anywhere, but it also has made gaming more acceptable," highlights Parekh, While mobile gaming may be affordable and portable, it does lose some points for poor user experience. The gameplay often lags; unless upgraded to a paid version, the user will be often bombarded with unwanted ads; the game may not be optimised for all types of phones. "From a player's perspective, the concern is curation. Store ratings can be manipulated and while there have been attempts from platform holders to editorialise and curate games for easier consumption, there's a lot more that can be done," concludes Veeraraghavan.

Gameplay Programmer;

However, what the

ucation. "Over the past

five years, education op-

tions for gaming in India

cantly. As a result, some

educational institutions

curricula to gaming and

are now opening their

esports related cours-

online courses, along

grammes such as BBA

with traditional pro-

es. The introduction of

have evolved signifi-

sector lacks is formal ed-

 VR/AR Developer; Mobile Game Developer. -Lokesh Suji, director, vice president of Asian Esports Federation there were only two major

tournaments each year, but now there's an event happening almost every month. The prize pools have skyrocketed from USD 10,000 in international tournaments to a staggering USD 60 million today. The widespread rollout of 4G has dramatically transformed the landscape, making gaming accessible to a vast audience. Esports is now a recognised sport, creating a wealth of prospects for players, professional teams, endorsers, creators, and publishers alike. My advice is to practice diligently with top gamers rather than focusing on social media. If you're an esports player, let your

> Shantanu Basu, a professional gamer

game speak for you.

Back in 2004,

shares a few career options available in the sector: Esports athlete: With

enormous talent across the country, frequent tournaments backed by reputed brands and sizable prize pools are providing a platform to the country's youth to pursue this career option. These tournaments provide curated offerings by bifurcating the participation level and

providing opportunities, especially to the en-

trants at the grassroots of the competition.

Content creation: Game streaming and content

it is important for aspirants to know which one entices them the most; choose a course accordingly and then apply to various studios.

The Indian Gaming Report 2024, based on the analysis and secondary data of Interactive Entertainment and Innovation Council (IIC). The same report also mentions that the annual revenue for gaming is projected to reach USD six billion by 2028. In this pursuit, the sector is brimming with not just pro gam-ers, but also with those who have successfully combined their qualifi-

cations with their talent

for gaming.

Game streaming and content creation around gaming have been popular in more mature gaming markets for some time now, but with India's digital growth, Indian gaming creators have started to make their

mark in the content

creation space

CONSUMER CONNECT INITIATIVE





Ctrl + Alt + Victory: Meet athletes who have put esports on the global map

Competitive gaming has evolved from a peripheral hobby to a global phenomenon. Meet the esports players who are redefining what it means to be an athlete in the digital age



Tanmay Singh's journey into competitive gaming began due to a sports injury when he was 20. While on bed rest, he turned to gaming to stay engaged. During this period, a friend introduced him to competitive gaming and leaderboards. "I got hooked on a battle royale mobile game, which was trending globally and I seized the opportunity and started participating in national and international competitions. My big break came in 2018 when my team was selected, out of 22 teams, to represent India in a competition in Thailand," says Singh. Recently, Singh's team won a national championship and is gearing up for another major national tournament.

"What many fail to understand is that esports, though different in format, demands the same level of commitment as any other sport and the core values remain the same: discipline, hard work, and dedication. However, balance is essential in life, and spending time with family and loved ones is crucial because it helps maintain your mental health. I've seen many people retire from competitive gaming due to mental health struggles, so taking care of your mental well-being should be a priority," adds Singh.

Singh also highlights the importance of education alongside gaming, calling it a vital safety net as the gaming scene in India is still in its nascent stages. "Unlike other countries, India lacks a dedicated esports body to govern and support the industry. This is a significant gap that needs to be bridged to help gaming in India reach its full potential," concludes Singh.

TIRTH MEHTA

the 'Olympics of esprealised gaming countries hobby," says Mehta.

At just 15, Mehta.

Age: 29

Hometown: Bhuj, Kachchh, Gujarat

Educational Qualifications: MSc IT, BSc IT,

Diploma in Computer Engineering

Achievements:

Asian Games 2018 - Bronze Medal

■ Top 16 IeSF World Championship 2016

(Indonesia)

WESG 2018 - Top 8 (China)

Tirth Mehta's love for gaming began at the age of eight, playing casual games like Mario for fun. But his view of gaming changed during college when he discovered competitive games. "I was introduced to a world of tournaments and events like the World Cyber Games, often called

AKSHAJ SHENOY

Educational Qualification: B.A. Economics

■ 1st place, Road to Asian Games Regional

at age 11; he was inspired by watching his

sister play a PC game. "I used to play mobile

games but seeing her on PC made me want

to try it myself. When she hesitated to teach

me, I turned to YouTube tutorials," recalls

Shenoy. This led him to discover a popular

Akshaj Shenoy's journey into esports began

Age: 22

Achievements:

Qualifier (RDAG)

Hometown: Kochi, Kerala

5th place, Asian Games 2023

the 'Olympics of esports.' That is when I realised gaming could be more than just a hobby," says Mehta.

At just 15, Mehta started his competitive gaming journey. He won a bronze medal at the 2018 Asian Games in Jakarta. Mehta secured his place by winning national qualifiers and then defeating opponents from Pakistan and Sri Lanka in the regionals. Reflecting on the experience, he says, "Entering the athletes' village was unforgettable - the energy was filled with patriotism and seeing the Indian flag raised, knowing I contributed to that, was beyond words."

For those aspiring to be esports athletes, Mehta advises being smart about which games to focus on, especially if they aim to represent India in global competitions. "Don't avoid tournaments because you're afraid to lose. Every competition is a chance to learn. Even when you win, find areas to improve," advises Mehta. Additionally, he also encourages Indian gamers to participate in domestic as well as global tournaments.

5v5 multiplayer online battle arena (MOBA) game. His dedication paid off and by 2021, Shenoy formed his dream team, which dominated local tournaments and drew the attention of the Esports Federation of India (ESFI), who were selecting players for the 2023 Asian Games. "We went undefeated in South Asia, and that's when we got the call for Asian Games. It was surreal," says Shenoy.

Representing India on an international stage as the captain was a dream come true for Shenoy. "It's more than just a personal achievement; it's about putting India on the global map. We want to show that Indian gamers can compete at the highest level," exclaims Shenoy.



Age: 26

Hometown: Sultanabad, Peddapelli District, Telangana

Educational Qualification: B.Tech in Civil Engineering

Achievements:

- Top 16 in eFootball Championship
- Top 16 in eFootball Championship
- 2024 eFootball Arsenal Club Champion and finalist in eFootball World Championship 2024

Kampelli Pavan's journey started from humble beginnings in a small village in Telangana, where he discovered his love for football. Despite his passion for the sport, he faced the challenge of pursuing football in India where cricket dominates. However, his love for the game led him to the world of virtual football, where he found an outlet to channel his passion.

During his third year of engineering, Pavan decided to support his family financially, and started streaming his gameplay. Initially, it was difficult to gain traction, but his content resonated with the Malayali community of Kerala, who shared his love for football. Their support played a crucial role in the early success of his channel, which eventually led to him competing in esports tournaments.

"I competed in several esports tournaments. Despite setbacks in 2022 and 2023, I finally reached the top eight in the 2024 football World Championship, representing India in Japan. It felt good to be recognised by people there, and meeting famous personalities. This was a monumental achievement, especially considering the limited recognition and support for football games in India," shares Pavan.

Pavan emphasised that the pressures of competitive gaming can be tough. "Mental strength is key. Players often face burnout and need support. In such cases, it's important to maintain a structured routine with regular exercise, a healthy diet, and sufficient sleep, as it helps in managing stress and being your best self," advises Pavan.

#1 5G Tablet on Amazon**



GO ANYWHERE. PRO EVERYTHING.

Redmi Pad Pro Series



Starting at ₹19,999/-* ₹24,999/-



From a niche hobby to mainstream sport

Let's delve into the evolution of the country's gaming culture

GLADWIN.MENEZES @timesofindia.com

n emember gaming cafes? Those hourly Charged LAN gaming set-ups where gaming enthusiasts from the neighbourhood gathered to unlock the next level? This was the start of a new wave in the gaming sector; it evolved from being a one or two person experience, to a communal affair. The new co-operative gaming option gave gamers a chance to extend their group and thus groups of gamers began to first come to light. Hyper-localised tournaments between cybercafes and gaming hubs soon became frequent.

"The esports boom now has revitalised the gaming scene by showcasing regional talent and drawing investment, which enhances the gaming ecosystem's infrastructure. The local game development industry is flourishing through innovative games that appeal to both domestic and international audiences. This growth is creating jobs and

attracting more young people



into careers in gaming, from game development to content creation. Streaming has become an important aspect of gaming culture, with many players gaining large online followings. This shift signals a culture change in India, where gaming is now seen as a legitimate form of entertainment and a career option," shares Anurag Banerjee, CPTO and co-founder, LightFury Games.

The Indian online gaming market saw explosive growth, with gamers rising from 250 million in FY18 to 400 million by mid-2020, driven by lockdowns, remote work, and a shift to virtual social interactions, highlights a KPMG report. Mobiles, laptops, and computers became the new playgrounds, and suddenly, the gaming scene in India erupted. "We witnessed an extraordinary surge in gaming influencers and content

creators, who quickly became household names, amassing millions of views each week. What was once considered a niche interest became mainstream, evolving into a widely accepted and celebrated pastime. Just as we used to gather with friends at 6 pm every evening during our childhood, today's gamers meet on streaming platforms, creating a new kind of social bond," shares Vishal

Singh Nathani, founder, of Envify Media. This enthusiasm for gaming has also converted into profitable sales figures. The gaming industry in India is now in a much better position than it used to be. "The online gaming industry in India has seen a rapid expansion with a 28 per cent CAGR between FY20 and FY23, and projections indicate further growth to Rs 33,243 crore by FY28, with a sustained 15 per cent CAGR. This sector not only attracts significant foreign and domestic investments, but also generates substantial direct and indirect employment. Leveraging India's IT prowess, the industry holds natural potential for India. Notably, while the size of the global gaming industry crossed USD 300 billion in 2021 — more than the combined markets for the movie and music industry — the online gaming segment in India constitutes 1.1 per cent of the global online gaming reve-

mobile game. Adding to this, Nathani says, "Gaming cafes walked so India's gaming culture could run. While the pandemic saw a surge in personal gaming setups, gaming cafes remain an integral part of the scene. They provide an accessible entry point for anyone, from the casual player to the aspiring pro, without the hefty investment of a high-end PC or laptop. These cafes still serve as vibrant hubs where gamers can immerse themselves in their favourite titles, compete with friends, and be part of a community. For many, gaming cafes are the gateway into the larger gaming world, offering an environment rich in camaraderie and shared passion. Far from being a relic of the past, they continue to play a crucial role in nurturing and expanding India's dynamic gaming culture."

nue," explains Kashyap Reddy,

co-founder and CEO, Hitwicket, a

GET IN TOUCH

Editor: Viren Naidu (viren naidu@timesofindia.com) Team: Pooja Mahimkar, Ritika Gondhalekar, Rohan Patil, Gladwin Menezes, Isha Khatu, Archana Ajith Creative Team: Rajesh Rajbhar, Vikas Shendekar, Vishal Kshirsagar, Akshay Ambre (RESP-ART: MUMBAI) To advertise, please contact: Rateesh Raman- 9886353121 (rateesh.raman@timesofindia.com), Saksham Jain - 9971514607 (saksham.jain2@timesofindia.com)







GHME WITH MINISTER OF THE PASSES OF THE PASS

ASUS ROG LAPTOPS

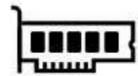




Up to AMD Ryzen™ AI 9 HX 370 Processor with Ryzen™ AI



Up to NVIDIA® GeForce RTX™ 4070 Laptop GPU



Up to 32GB LPDDR5X 7500 RAM Up to 2TB PCle® 4.0 NVMe™ M.2 SSD



2.5K WQXGA Display, Up to 240Hz Refresh Rate



FIND A STORE

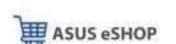


SCAN TO KNOW MORE

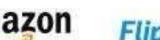


5% Cashback Offer Up to ₹2 500.00*











Available At:







ASUS Premium Care Starting @ ₹2 999.00**

1 Year Additional Warranty + 2 Years Accidental Damage Protection

Offers starting @ ₹999.00**

"To know more visit https://asuspromo.in