



Media Release

Reliance Entertainment's Zapak, launches "Little Singham" Mobile Game

"Little Singham" has been played for a massive 50 million minutes within the first 2 weeks of its launch

Mumbai, August 3, 2018: Anil D. Ambani led Reliance Entertainment's Zapak, India's leading Gaming Destination, recently launched the much awaited 'Little Singham' Mobile Game. In the first two week the game has clocked close to 50 million minutes and 67 million runs with 3 million downloads. The game is free to play on the Google Play Store.

The Mobile Game 'Little Singham' is inspired by the Little Singham TV Series on Discovery Kids produced by Rohit Shetty Picturez & Reliance Animation.

Little Singham is a 'runner' game based on the protagonist's quest to stop the 'Shaitan Shambala' from escaping. Played on the streets of Mirchi Nagar it challenges the players to jump, slide, tackle and grab to get over obstacles during its endless missions. There are also rockets on your way which help you collect easy coins. Players can use coins to upgrade power-ups and run longer and score higher. The goal is to score the highest and see that no one gets ahead.

Players can participate in daily challenges and earn extra rewards with multiple missions to increase their XP multiplier. Collect Singham Tokens on the run and use them to revive when needed. Players can also connect and play with their Facebook friends and challenge them to beat your high score. The game is also optimized for tablet devices.

Speaking on the occasion of the game launch, Amit Khanduja, of Zapak Games said, "The Little Singham Mobile Game is an extension to the fun and frolics of the success the series has delivered. We are very excited about the results and the achievements of the game so far."

"Little Singham is creating history across dimensions; it has emerged as one of the top Indian IPs in the kids genre on TV in a very short span of time and has replicated this success hitting the top of the charts in gaming. We are delighted with the response, and will explore more innovative ways of engaging our audiences with the IP they love," said, Uttam Pal Singh, Business Head – Discovery Kids.



About Reliance Entertainment

Reliance Entertainment is the media and entertainment arm of Reliance Group and is engaged in the creation and distribution of content across film, television, digital and gaming platforms.

Internationally, Reliance Entertainment has partnered since 2009 with iconic film producer and director, Steven Spielberg, in the formation of DreamWorks Studios, and thereafter, Amblin Partners.

This relationship has produced several highly successful films such as The Help, War Horse, Lincoln, The Hundred Foot Journey, and The Girl on the Train, A Dog's Purpose, Bridge of Spies, and The Post.

About Rohit Shetty Picturez

Incorporated in 2016, Rohit Shetty Picturez is a joint venture with Reliance Entertainment & Film Director, Producer and Television Personality Rohit Shetty. He is one of the most successful and sought-after film director in the contemporary Indian film industry. Rohit has been the vision behind hugely successful film franchises like Golmaal & Singham.

Rohit has many more blockbusters to his credit as compared to any other Indian filmmaker in recent times. As director, Rohit currently has had the highest numbers of movies in the coveted 100 crs (\$15 m) & 200 crs (\$30 m) Box Office Club.

The first film under the newly incorporated joint venture was the October 2017 release "Golmaal Again". The film went to break multiple box office records and become one of the highest-grossing Indian films of all times.

In addition to Hindi films, Rohit Shetty Picturez has definitive roll out plans to address the digital content consuming audience with original web series and cater to Rohit's younger fans with animated content like "Little Singham" debuting on Discovery Kids in April 2108.

Rohit's next directorial project is a Ranveer Singh & Sara Ali Khan starrer titled "Simmba" slated to release in December 2018.

About ZAPAK

Zapak.com, is India's leading Gaming Destination with over 2500 free games and 300million downloads with more than 10 Million game plays a month. Zapak works closely with leading Entertainment & Telecom giants such as Cartoon Network, POGO, Discovery Kids, Airtel, Vodafone, Idea Cellular to give the next billion users coming online in India and around the world, a fun-filled gaming experience.

From famous cricket games like Gujarat Lions 2017 to hit TV Series game Little Krishna, Zapak is the one-stop store for unlimited addictive games in multiple categories! Players from all over the world experience endless excitement, achieve amazing high scores, challenge friends & compete in one of India's biggest games collection.

Zapak is a division of Reliance Entertainment Digital. To know more, Get gaming at www.Zapak.com!

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