



**Institute of Management, Nirma University**

**MBA(FT) 2019-2021**

**Summer Internship Report**

**Final Report**

**Submitted to: Prof. Bhavesh Patel**

**Submitted by: Abhishek Singh (191403)**

**Company: Brainy Bucks Pvt Ltd**



**Job Profile: Digital Marketing Intern**

**Submitted on: 18<sup>th</sup> May 2020**

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**Address:** BRAINYBUCKS PRIVATE LIMITED 22-23-24, R S Bhandari Marg, Indore,  
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**Date of Report:** 18th May, 2020

**Purpose of the Report:** Report for the fulfillment of the Summer Internship 2020 for the MBA  
FT 2019-2021 program at Institute of Management, Nirma University

**Prepared for:** Institute of Management, Nirma University, Ahmedabad.

**Submitted to:** Prof. Bhavesh Patel, Institute of Management Nirma University, Ahmedabad

## **DECLARATION**

I, Abhishek Singh, hereby declare that this Summer Internship Report is an authentic work done by me. It is to the best of my knowledge and belief. This is to declare that all my work indulged in the completion of this Summer Internship Report such as research, analysis and sales promotion is a profound and honest work of mine.

(Signature)

Abhishek Singh

191403

## **ACKNOWLEDGMENT**

Being marketing as an area of interest, it was a privilege for me to work with & increase the skills in different field of Marketing like Digital marketing, sales, promotion, market research, etc. For this, I am thankful to the organization for providing me such a golden opportunity to work with them.

I am thankful to Mr. Shivang Bakliwal, for their continuous support throughout the internship and was always aware that I am having an ample amount of resources while doing the digital marketing and also accompanying me in few of the customer calling and handling.

I extend my gratitude to my mentor Prof. Bhavesh Patel for his regular guidance and supporting me every time whenever needed.

I am also thankful to all the working members of the BrainyBucks pvt LTD who provided valuable insights into the real market situation.

Lastly, I am thankful to Institute of Management, Nirma University for providing me such a wonderful opportunity. It was a nice learning experience for me through my Summer Internship and using all the skills that I had learned during my First Year of MBA Program.

## **EXECUTIVE SUMMARY**

I started with two projects which have to be done simultaneously in the two-month period. The first project was “FSL 11” as digital marketing & strategic intern, & the second projects was “Blue Tick” which has recently ventured into this new division. At the starting of the second month I assigned some of HR work as well by my Senior in both of the project.

Firstly, I started research about the market for my first project “FSL 11” & according to the research I needed to make some strategies like “how to market FSL 11, how to reach maximum numbers of customer” for expansion of the business. After that according to the plan I started market that digitally.

In my second project I started with the Data Mining work which includes finding the most probable partner for Brainy Bucks. I started sending those influencers with the inquiry direct message and wait for their reply. And made them understand about the work and checking all legal work and issues.

On an ending note, the opportunity has been an enjoyable rich experience and I am certain that it would add to my aspirations to build a career in the marketing field.

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# **Part-1**

## **ABOUT THE COMPANY**

Brainy Bucks Private Ltd is incorporated in 04th April, 2019 by the Saloni Tapdiya & Shashank Bakliwala as Digital fantasy sporting & others recreational activity company. With the 10,00,000 authorized share capital and fully paid that's means 10,00,000 paid-up capital.

They provide you to platform to present your knowledge and earn the real money. They have only aimed to create a thriving ecosystem for fantasy sports users & take sports to another level, that's why in a very short time without any external funding the company is counted among the top 5 fantasy sport companies of the nation.

But by the time they enter in some other businesses as well. Like they entered in branding field as well. They start their own digital branding agency "BlueTick". In which they promote the brands on the social media and every digital mode. (under construction).

**Sports and fashion are two words that describe our company's spirit**



## **BRAINY BUCKS IN NUTSHELL**

Company Name	Brainy Bucks Private Ltd
Company Status	Active
RoC	RoC Gwalior
Company Category	Company Limited by Share
Company sub Category	Non-govt company
Class of Company	Private
Date of Incorporation	04 <sup>th</sup> April, 2019
Activity	Sporting and other recreational activity

## **VISSION**

Our aim is to boost the skillset of our users to play fantasy games in a 100% completely secured environment.

## **MISSION**

FSL11's mission is to offer fun and be India's most trusted fantasy sports platform, and we are just at the start of our wonderful journey.

## **BRAINY BUCKS ADVANATGES**

Brain Bucks is a young and experienced team of 24 people with modern techniques. They always try to learn, overcome obstacles, find solutions, and try new things. For them, honesty, determination, good and good practice are the limits of success.

They want to grow beyond expectations.

For the time being, Brainy Bucks deals in the Fantasy cricket only. Now they are coming into Football, rummy, volleyball, kabaddi, etc. as well and they are preparing for that like software development, making a database, etc. And for their branding segment, they will launch for the pan world.

## DIVISIONS



FSL 11

BlueTick

**FSL 11:** FSL11 is the fastest online gaming platform in India, designed for sports lovers, especially cricket lovers in India. FSL 11 was founded in 2018. Their believe that cricket is not only an opportunity for its users to get big shows, but also an opportunity to watch the games with enthusiasm.



But now FSL 11 going to start new sports:

- Football based,
- Basketball based,

- Volleyball based,
- Hockey based,
- Baseball based,
- Handball based, &
- Kabaddi based

These are all that online fantasy games which yet to be start in near future. FSL 11 as used herein shall be construed as a collective reference to FSL 11 and the FSL 11 App.

**BlueTick:** BrainyBucks PVT Ltd. are going to start digital marketing agency, which is in the under process. As we know we are living in internet era, in modern era, we need to be work online for our growth. That's why BrainyBucks PVT Ltd are going to launch their branding agency naming BlueTick.

They will provide their service on these platforms:



- Facebook
- Telegram
- YouTube
- Quora
- Instagram
- SEO
- Regular Blog Writing
- Imprompt u Blog Writing
- Meme Creation
- Website Handling
- Facebook Ads
- Social Media Ads
- Competitors Data
- Long Videos

## **CUSTOMERS**

Those sports lover who wants to earn the money by the using of their sports knowledge from all over India (FSL 11). In that there are no specific customers, because never know our audience because in that you need to high engagement rate on your website and employee conversion rate as well. Those are good knowledge of the sports and good in prediction so he/she can be their customer.

Companies & firms who wants to promote their business online (Bluetick).

### **Eligibility:**

- Contest have to be above 18-year-old.
- Persons who wish to participate must have a valid email address.
- FSL11 may withdraw a participant and / or win upon receiving the information. If it appears that someone is in the comments about the teams participating in any competition / merger, meeting schedule, bulletin, and so on.
- Only those participants who have completed registration in FSL 11 as well as the pre-race registrar as per the format indicated above will be eligible to participate in the competition and win prizes.

## **COMPETITORS**

	<b><u>Dream 11</u></b>	<b><u>9 Stacks</u></b>	<b><u>Unikrn</u></b>	<b><u>The stars Group</u></b>	<b><u>Head digital Works</u></b>
<b><u>Foundation Date</u></b>	2012	2017	2014	2001	2006
<b><u>Type</u></b>	Private	Private	Private	Private	Private
<b><u>Location</u></b>	Mumbai	Delhi	US	CA	New Delhi
<b><u>Employees</u></b>	334	30	39	4,591	NA
<b><u>Alexa website range</u></b>	9,717	2,53,944	2,85,714	3,55,510	3,18,220

## **FINANCIAL PERFORMANCE**

The only information available to us is Annual Revenue is approx. \$2.30 million.

## **INDUSTRY CLASSIFICATION**

The fantasy sports and gaming industry in India has found different ways to encourage fan engagement in various sports. Industry has a profit of 43.8 billion Rupee and says up to 118.8 billion Rupee is FY23, with growth rate of 22.1% per annum.

The Indian Sports Games Federation (IFSG), India's first private-equity body for the sports betting industry, and KPMG India Private Limited (KPMG) have released a report on "Developing the field of India Sports Games" on the second sign. Events - GamePlan 2019 with the theme "Wealth Games for Games." The report provides an overview of online gaming focused on gaming and e-sports content

The Indian internet gaming industry is witnessing a major push that is showing a sign of slowing down. Higher growth gives people easier access to a wide range of sports betting, styles and genres. This can lead to potential uncertainties and misconceptions among players in choosing the right platform to use and their interest in the sport.

As the Government of India for sports betting, we are dedicated to raising awareness about sports betting, encouraging players to approach better business behavior and practices, and enabling sports enthusiasts to enjoy the games they love in a sport. fun, interesting and safe. "

74% of game designers can use it 1-3 times as much as possible online, demonstrating a real value in a situation for technical use. Increasing the ability of a company to adopt a wider range of sports betting situations, including non-cricket games, and can have significant financial implications is crucial to the success of Indian sports betting.



## **GROWTH SUMMARY OF THE COMPANY**

Brainy Bucks Gaming Private Limited was founded by the Sonali Tapdiya in 2019. As we know about the sports fantasy industry is growing day by day in India. That's why in a very short time without any external funding the company is counted among the top 5 fantasy sport companies of the nation & achieve the annual revenue approx. \$2.30 million. In January the users of the company are in million.

Brainy Bucks Gaming Private Limited has official member is FIFS. And payments partners are Paytm & Razorpay.

## **7-S FRAMEWORK**

As the title suggests, the framework has 7 variables: structure, strategy, systems, staff, skills, style, and shared value. These variables are categorized as soft components and hard components. The hard components are strategy, structure, and systems which are normally feasible and easy to identify in an organization and they are normally well documented in reports such as strategy statements, corporate plans, organizational charts, etc. The other four elements, staff, skills, style, and shared value require a comprehensive look.

### **STRATEGY:**

The strategy of the Brainy Bucks is to target the youth, particularly college students of the India. They appoint the college ambassadors in colleges to promote their products among the students. Brainy Bucks build the very good relationship to their customers.

### **STRUCTURE:**

The structure of the company is mainly focused on the fantasy sports (FSL 11) which includes Cricket based, Football based, Basketball based, Volleyball based, Hockey based, Baseball based, Handball based, & Kabaddi based. They are opening one more segment branding agency.

### **SYSTEM:**

Brainy Bucks follows a very good management model. It takes few steps to be safe High quality content, including WhatsApp reports, daily agenda, protocols Meetings, Poster and Daily. Database management continues carried out with the aim of improving people and stakeholders in daily activities and ethnic origin.

### **STAFF:**

Each employee is a TEAM member. Work is carried out in the main machine the ability to provide comfort and convenience. It also plays a role in regular conversations that improve work at a company. Additionally, on behalf of the team, the work is more and more pronounced participation in work, exchange, and future partners. It builds this maintenance work environment, can accompany employees from strength, determination, and self-respect.

**STYLE:**

Head always give chance to you present your ideas in front of them, and always encourage you to think out of the box. Which helps you to increase your creativity. However final decision is of head of the team.

**SKILLS:**

The employee of Brainy Bucks is all the educated and multitasker. The competitive strength of the organization is created by having employees of creative, passion, zeal, leadership, multi-cultural skills and having the ability to work in all the required fields.

**SHARED VALUES:**

The company's values are based on the value system s follow:

- Respect people, system and process
- The system is fair and ethical
- Employees drive for excellence
- The act is customer-centric

## **PORTER'S FIVE FORCES**

### **New Entries:**

The industry is in the increasing phase so, there are very high chance of new entries. But New entrants face barriers, some of which are more relevant to the companies listed above than others.

### **Buyers Power:**

Consumers (consumers) have power when they can partner with companies to produce a product or service. This power is great when consumers use a large portion of a manufacturer's income when there are a number of specialties that provide a certain type of product.

### **Supplier Power:**

- There is a concentration of suppliers compared to buyers.
- There are high switching costs associated with moving to another supplier.
- Proprietary expertise or technology is needed by suppliers.
- A product is highly differentiated.

### **Substitute:**

Seeing that the e-sports industry in the early years, with the ability to connect a product and services, the status of product representatives appears today, it becomes more and more obvious. However, as the industry develops, the introduction of other agents is inevitable. Even today, tampering with game content (skins and / or other digital products) offers many parts.

### **Rivalry:**

In the e-sports business, the strength of competitive sports is now limited by the unrivaled representation of professional sports.

## **PROBLEMS**

**LEGALITY ISSUE:** Most of the people thinking fantasy sports falls in to the illegal activity. Because most of the people think that is gambling & their thinking is with the valid reason because its look like full gambling.

**CUSTOMER RETENTION:** Most of the time people stop playing after one-time loss, so retention is very important.

# Part-2

## Project - FSL 11

At the starting of my internship, the first project was given to me were digital marketing & business development (Marketing Strategic) intern of FSL 11. I under the guidance of Mr. Shivang Bakliwal director of the company, he taught me the practical knowledge digital marketing & how to make marketing strategy about the college ambassadors.

There is some presentation which I present:

### New audiences



## Clubs & Committees

- ▶ Target Clubs & committees of colleges and towns for promotion
- ▶ Prefer sports club or committees



6

## WhatsApp Marketing

- ▶ We can purchase students mobile numbers from local vendors
- ▶ Direct WhatsApp to students
- ▶ Easy Feedback



7

## Social media

- ▶ Place Targeted Social Media Ads
- ▶ Tags colleges on our post on social media
- ▶ Use Hashtags



8

## Make Videos

- ▶ Sites like YouTube and Netflix are the main focus of student entertainment
- ▶ We can take advantage of this interest by creating short videos that can attract students



9

## Student Ambassadors

- ▶ Find student Ambassadors
- ▶ Assign duties to those students
- ▶ Give targets to them



10

## Ad In The Campus Newspaper

- ▶ Place An Ad In The Campus Newspaper
- ▶ 72-80% of college students read their college paper
- ▶ We will be more likely to reach our target market



11



**Figure: 1 Targeting the college students**

In this presentation they asked me to target a new customer base, so I targeted the college students for our new customer base.



Firstly, I search about good & big market customer base. And I found one a big and good costumer segment (college students). I checked roughly about numbers of the college students, and my plan was gone for direct e mail to the students which we could direct contact students. Clubs & committees are the very important part of the each and every colleges, most of the students are the part of the clubs & committees, so targeting the clubs & committees will be a good deal. My other plan was going for the social media, because today's youngsters are very used to about the social media. After that, videos are very important to attract students and post in the social media platform. Campus newspapers is also good for the advertising.

After that we can appoint the college ambassadors which we can give target t them.

After the presentation, they loved my presentation and way of my presentation. After that give me a new work about the "what work we can assign to the college ambassador".

In that work, I had to do research on the college ambassador duties. And made a presentation on that.

1



2

## Campus Ambassador

- Campus Ambassadors are linkers between a company and their university
- They serve as the campus voice and main contact for the company



3

## Social Media

- Make a college's social media account
- Post stories on that account
- Use hashtags
- Drive communication and initiate conversation for the brand on social media



4

## Offer bonus points for sharing

- Ambassador can provide referral codes to students
- Give some virtual benefits
- Ex.: Paytm, Razorpay offers



5

## Conduct online competition

- Conduct some online competition among students in FSL II
- Give them some extra benefits to winner students
- Give some extra points to each and every student for promotion



6

## Email Marketing

- Email marketing is the most effective for the college students
- Communicate directly to every student
- Provide links of the company



7

## Content writing

- Make valuable and relevant content about company
- That focuses on creating and distributing content for a target students
- Post on the different platforms



8

## Mobile Marketing

- Share information about the company in the class groups
- Direct calls to students
- Use text message (SMS) marketing



9

## Find Giveaway Opportunities

- Giveaways are a great way to get attention online
- Students are always looking for that



10

## Affiliate Marketing

- Appoint some CR in each class
- Give some responsibility to promote digitally in their respective classes
- Give them targets to join new students



11

## Video Marketing

- Video can be an extremely powerful online marketing tool
- Share links of winner customers videos
- Make video with collage students in campus and upload online

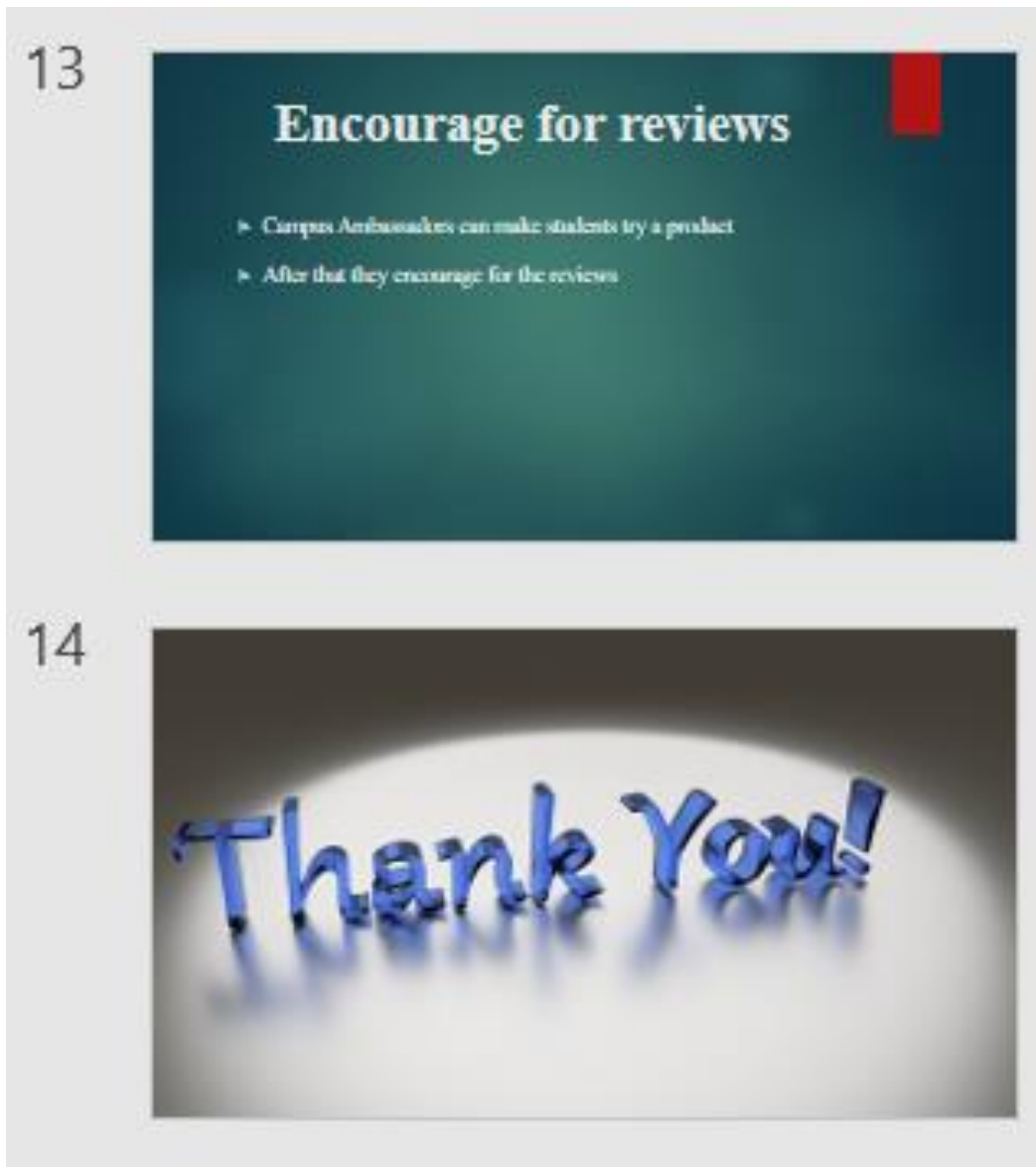


12

## Maintain Buzz

- Maintaining online buzz among the students is very important





**Figure: 2 Ambassador Duties**

That is another presentation about the ambassador duties:

I that presentation I showed about to assign student college ambassadors, promote on social media, personally by the messages, emails, direct calls, giving offers, promo codes, video making, maintain buzz, etc.

After the last presentation, my next presentation is about the ambassador duties.

College ambassador firstly go for the social media, which is the very important. And conduct the online competition. Which one will win that competition so give them some extra points. Email marketing, mobile marketing, content marketing etc.

After that I need to make some data base of students & clubs and committees.

### **Data Mining**

Name of the college	Location	State	Club/Committee	Email ID
IIM KOZHIKODE	Kozhikode	Kerala	Atharva-the quizzing committee	<a href="mailto:atharva@iimk.ac.in">atharva@iimk.ac.in</a>
SIBM	Banglore	Karnataka	Research Committee	<a href="mailto:events@sibm.edu.in">events@sibm.edu.in</a>
IIM Indore	Indore	Madhya Pradesh	Quiz Club of IIM Indore	<a href="mailto:quizclub@iimdr.ac.in">quizclub@iimdr.ac.in</a>
IIM UDAIPUR	Udaipur	Rajasthan	Consult-U	<a href="mailto:pooja.rathi.2016@iimu.ac.in">pooja.rathi.2016@iimu.ac.in</a>
DAV Institute of Management	Faridabad	Haryana	NA	<a href="mailto:info@davim.ac.in">info@davim.ac.in</a>
BITS GOA	Goa	Goa	BITS Goa Quiz Club	<a href="https://www.facebook.com/qcbits/">https://www.facebook.com/qcbits/</a>
ISMR	Pune	Maharashtra	Gray Matters	<a href="mailto:enquiry@ismrpune.edu.in">enquiry@ismrpune.edu.in</a>
BIMTECH	Greater Noida	Uttar Pradesh	QCB	<a href="mailto:qcb@bimtech.ac.in">qcb@bimtech.ac.in</a>
SSBF	Pune	Maharashtra	Co-Curricular	<a href="mailto:cocurricular@ssbf.edu.in">cocurricular@ssbf.edu.in</a>
NMIMS	Mumbai	Maharashtra	Mantavya	<a href="https://www.facebook.com/groups/145012232210183/">https://www.facebook.com/groups/145012232210183/</a>
BITS PILANI	Pilani	Rajasthan	English Language Activities Society	<a href="mailto:elasbitspilani@gmail.com">elasbitspilani@gmail.com</a>
IIM Calcutta	Kolkata	West Bengal	Quiz Club	<a href="mailto:icqc@emailiimcal.ac.in">icqc@emailiimcal.ac.in</a>
SSCBS	New Delhi	Delhi	Illuminati	<a href="mailto:illuminati.cbs@gmail.com">illuminati.cbs@gmail.com</a>
IIM Bangalore	Bangalore	Karnataka	IQ: Quizzing, Lits and Debating Club	<a href="mailto:iq@iimb.ac.in">iq@iimb.ac.in</a>
IIM Rohtak	Rohtak	Haryana	The Inquire Club	<a href="mailto:inquire.club@iimrohtak.ac.in">inquire.club@iimrohtak.ac.in</a>
IIM Udaipur	Udaipur	Rajasthan	Potpouri- Literary and Quizzing Club	<a href="https://www.facebook.com/iimupotpouri/">https://www.facebook.com/iimupotpouri/</a>
IIFT	New Delhi	Delhi	Quintessential	<a href="mailto:quintessential@iift.ac.in">quintessential@iift.ac.in</a>
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				HR - 0731-2580023 <a href="mailto:virendra.kanojia@sims-indore.com">virendra.kanojia@sims-indore.com</a>  Library- 0731-2580031 <a href="mailto:ritesh.tiwari@sims-indore.com">ritesh.tiwari@sims-indore.com</a>
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FORE				<a href="mailto:foreword@fsm.ac.in">foreword@fsm.ac.in</a>
			Cultural Committee	<a href="mailto:nexus@fms.ac.in">nexus@fms.ac.in</a>
MUDRA INSTITUTE OF COMMUNICATION AHMEDABAD, AHMEDABAD			Cultural Committee	<a href="mailto:culcomm@micamail.in">culcomm@micamail.in</a>
SSBF, Pune			Cultural Committee	<a href="mailto:cocurricular@ssbf.edu.in">cocurricular@ssbf.edu.in</a>
			Public Relations	<a href="mailto:pr@ssbf.edu.in">pr@ssbf.edu.in</a>
IIFT Kolkata			quiz club	<a href="mailto:quizardry@iift.edu">quizardry@iift.edu</a>
SIBM			Public Relations	<a href="mailto:public.relations@sibm.edu.in">public.relations@sibm.edu.in</a>
SIBM, Hyderabad			Inter college management activity club	<a href="mailto:clubsamarthya@sibmhyd.edu.in">clubsamarthya@sibmhyd.edu.in</a>
			SAC	<a href="mailto:sac@siib.ac.in">sac@siib.ac.in</a>
SIBM, Pune			Quizzing and Debate Society	<a href="mailto:quod@associates.sibm.edu">quod@associates.sibm.edu</a>
IRMA			Quiz Club	<a href="mailto:jigyasa@irma.ac.in">jigyasa@irma.ac.in</a>
Bimtech				<a href="mailto:cultural.conduit@bimtech.ac.in">cultural.conduit@bimtech.ac.in</a>
ISBM Pune			Cultural Committee	<a href="mailto:culturalcell@isbm.ac.in">culturalcell@isbm.ac.in</a>
				<a href="mailto:swapnil.chahare@isbm.ac.in">swapnil.chahare@isbm.ac.in</a>
DMS,IIT Delhi			Cultural Committee	<a href="mailto:cultcom@dmsiitd.org">cultcom@dmsiitd.org</a>
Tapmi				<a href="mailto:tapmi@tapmi.edu.in">tapmi@tapmi.edu.in</a>
				<a href="mailto:gotb@tapmi.edu.in">gotb@tapmi.edu.in</a>
JBIMS			Students academic Committee	<a href="mailto:sac2018@jbims.edu">sac2018@jbims.edu</a>
IMI Kolkata				<a href="mailto:sac@imi-k.edu.in">sac@imi-k.edu.in</a>
ITM Mumbai				<a href="mailto:pawan.c@itm.edu">pawan.c@itm.edu</a>
NIBM, Pune				<a href="mailto:festcomm.nibm@gmail.com">festcomm.nibm@gmail.com</a>
IMI Delhi				<a href="mailto:dhruvil.h18@imi.edu">dhruvil.h18@imi.edu</a>
SPM				<a href="mailto:spm.cultcomm@gmail.com">spm.cultcomm@gmail.com</a>
Great lakes chennai				<a href="mailto:Eventscom@greatlakes.edu.in">Eventscom@greatlakes.edu.in</a>



VNS Group of Institution, Faculty of Management	Bhopal	Madhya Pradesh		Faculty of Management : Dr. Neeraj Singh - 9827283540 Dr. Praveen Choudhary - 9039931274, 9754337750
Barkatullah University	Bhopal	Madhya Pradesh		Registrar@bubhopal.nic.in
Altius Institute of Universal Studies	Indore	Madhya Pradesh		contact@altius.ac.in
IRMA	Anand	Gujarat	Jigyasa	<a href="https://www.facebook.com/JigyasaIRMA/">https://www.facebook.com/JigyasaIRMA/</a>
XIMB	Bhubaneswar	Odisha	Xquizzite	<a href="mailto:xquizzite@ximb.ac.in">xquizzite@ximb.ac.in</a>
NMIMS,Mumbai			Student council committee	<a href="mailto:studentcouncil@nmims.edu.ac.in">studentcouncil@nmims.edu.ac.in</a>
			NJM	<a href="mailto:njm@nmims.edu.in">njm@nmims.edu.in</a>
			Finomenon	<a href="mailto:finomenon@nmims.edu.in">finomenon@nmims.edu.in</a>
			hruday	<a href="mailto:hruday@nmims.edu.in">hruday@nmims.edu.in</a>
			SRF	<a href="mailto:srf@nmims.edu.in">srf@nmims.edu.in</a>
			iip cell	<a href="mailto:iipcell@nmims.edu.in">iipcell@nmims.edu.in</a>
			Alumni Relations	<a href="mailto:alumnirelations@nmims.edu.in">alumnirelations@nmims.edu.in</a>
			summit	<a href="mailto:summit@nmims.edu.in">summit@nmims.edu.in</a>
			optimiz-operation club	<a href="mailto:optimiz@nmims.edu.in">optimiz@nmims.edu.in</a>
			Nepathya NMIMS	<a href="mailto:nepathya@nmims.edu.in">nepathya@nmims.edu.in</a>
			Adverb	<a href="mailto:adverb@nmims.edu.in">adverb@nmims.edu.in</a>
			Mantavya	<a href="mailto:mantavya@nmims.edu.in">mantavya@nmims.edu.in</a>
			Ecell NMIMS	<a href="mailto:ecell@nmims.edu.in">ecell@nmims.edu.in</a>
			Ecolibria	<a href="mailto:ecolibria@nmims.edu.in">ecolibria@nmims.edu.in</a>
MICA			Sankalp- The Theatre Club	<a href="mailto:sankalp@micamail.com">sankalp@micamail.com</a>
			Jagriti	<a href="mailto:jagriti@micamail.com">jagriti@micamail.com</a>
			CulComm	<a href="mailto:culcomm@micamail.in">culcomm@micamail.in</a>
			MLS	<a href="mailto:mls@micamail.com">mls@micamail.com</a>
			TEDx	<a href="mailto:tedx@micamail.com">tedx@micamail.com</a>
			MICAMINDS	<a href="mailto:micaminds@micamail.com">micaminds@micamail.com</a>
			MICANVAS	<a href="mailto:micanvas@micamail.in">micanvas@micamail.in</a>
			CulComm MICA	<a href="mailto:culcomm@micamail.in">culcomm@micamail.in</a>
			LitComm	<a href="mailto:litcomm@micamail.in">litcomm@micamail.in</a>
			Studio7	<a href="mailto:studio7@micamail.com">studio7@micamail.com</a>
IBS-HYDERABAD			Gray Matters (Quiz Club)	<a href="mailto:graymatters.official@gmail.com">graymatters.official@gmail.com</a>
IBS - MUMBAI			I Focus - Photography	<a href="mailto:dsurva678@gmail.com">dsurva678@gmail.com</a>
			Parivathan - Social	<a href="mailto:yogita.kukreja@gmail.com">yogita.kukreja@gmail.com</a>
			Balartist - Poetry	<a href="mailto:hwadhwa13@gmail.com">hwadhwa13@gmail.com</a>
			Sound Skill - Singing	<a href="mailto:richieupadhyav2611@gmail.com">richieupadhyav2611@gmail.com</a>
			Kshitij - BOOK	<a href="mailto:vin33tjh@gmail.com">vin33tjh@gmail.com</a>
			Technics - IT	<a href="mailto:Teknix.ibsm@gmail.com">Teknix.ibsm@gmail.com</a>
			4th Wall - Acting	<a href="mailto:mark.markichind@gmail.com">mark.markichind@gmail.com</a>
			Markophilia - Marketing	<a href="mailto:markophilis@gmail.com">markophilis@gmail.com</a>
			Koutalya - Finance	<a href="mailto:haritha.tellakula@gmail.com">haritha.tellakula@gmail.com</a>
			Evouge - Fashion Club	<a href="mailto:anjali.jain.a91@gmail.com">anjali.jain.a91@gmail.com</a>
			E Cell - Entrepreneurial Club	<a href="mailto:ecellibsm.2014@gmail.com">ecellibsm.2014@gmail.com</a>
NMIMS			Mundra - Finance Club	<a href="mailto:mundra@nmims.edu.in">mundra@nmims.edu.in</a>
IIM - SHILLONG			Niveshak	<a href="mailto:niveshak@iimshillong.in">niveshak@iimshillong.in</a>
IIM Lucknow			TAS ZEUS	<a href="mailto:taszeus@iimlmanfest.com">taszeus@iimlmanfest.com</a>
XLRI,Jamshedpur			SAC (Apex Administrative Body)	<a href="mailto:sac@xlri.ac.in">sac@xlri.ac.in</a>
			AcadCom	<a href="mailto:acadcom@xlri.ac.in">acadcom@xlri.ac.in</a>
			Alumni Committee (ALCOM)	<a href="mailto:alumnicommittee@xlri.ac.in">alumnicommittee@xlri.ac.in</a>
			Axiom	<a href="mailto:axiom@xlri.ac.in">axiom@xlri.ac.in</a>
			E-cell	<a href="mailto:ecell@xlri.ac.in">ecell@xlri.ac.in</a>
			Finax	<a href="mailto:finax@xlri.ac.in">finax@xlri.ac.in</a>
			Fire@x	<a href="mailto:fire@xlri.ac.in">fire@xlri.ac.in</a>
			GAME	<a href="mailto:game@xlri.ac.in">game@xlri.ac.in</a>
			Infracom	<a href="mailto:infracom@xlri.ac.in">infracom@xlri.ac.in</a>
			ISEP	<a href="http://www.xlri.ac.in/isep">www.xlri.ac.in/isep</a>
			MAXI	<a href="mailto:maxi@xlri.ac.in">maxi@xlri.ac.in</a>
			Samarthya	<a href="mailto:samarthya@xlri.ac.in">samarthya@xlri.ac.in</a>
			Sapphire	<a href="mailto:sapphire@xlri.ac.in">sapphire@xlri.ac.in</a>
			SIGMA	<a href="mailto:Sigma@xlri.ac.in">Sigma@xlri.ac.in</a>
			Spic Macay	<a href="mailto:spicmacay@xlri.ac.in">spicmacay@xlri.ac.in</a>
			SportsCom	<a href="mailto:sportscom@xlri.ac.in">sportscom@xlri.ac.in</a>
			XLANC	<a href="mailto:xlanc@xlri.ac.in">xlanc@xlri.ac.in</a>

**Figure: 3 few contact list for the college ambassador**

There is a small list of the colleges to contact for the college ambassador. I made a 130 list of colleges.



And I was start making cold calls to them and assign some college ambassadors for our promotion in their college.

Now that time were assign work to them according to their region, courses, and colleges. I made them understand how to deal with students for this and hoe to market our products among them, what they can do in their college for the promotion.

## Project- Blue Tick

In that project, firstly I need to understand the market according to the project. At that time, I studied the market and start work on one part of the social media marketing. I found lots of Instagram influencers & try to convince to work with us. Under the gaudiness of Mr. Shivang Bakliwal, director of the company, I asked to study about the market and according to the project company's get.

The project was about the promote the sports application (FSL 11).

Some of the big Instagram influencers for the big client:

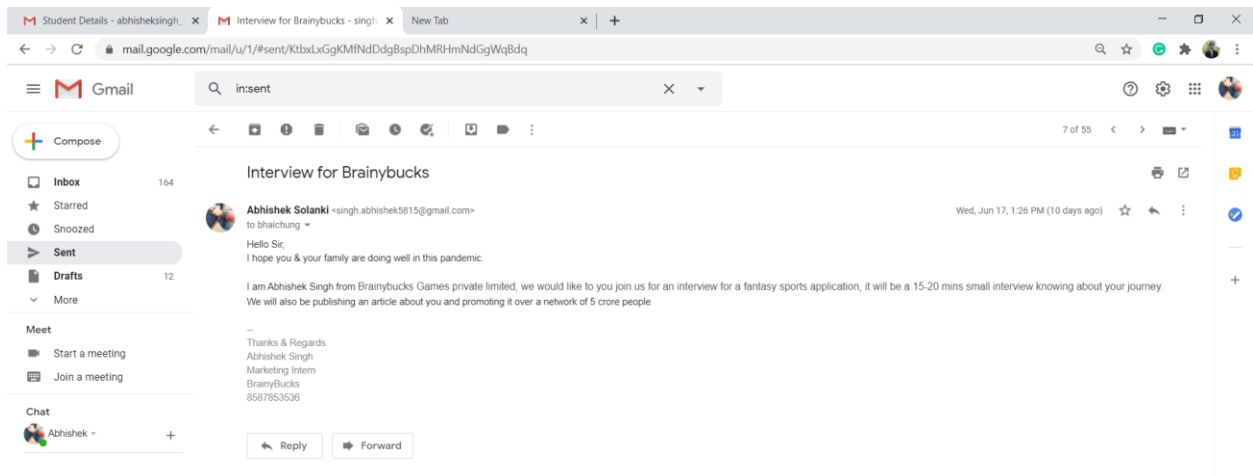
1	LINK	NAME	Followers	Engagement Rate
2	<a href="https://www.instagram.com/rajasthanroyals/">https://www.instagram.com/rajasthanroyals/</a>	rajasthanroyals	883K	0.90%
3	<a href="https://www.instagram.com/reliancejio/">https://www.instagram.com/reliancejio/</a>	reliancejio	872K	0.20%
4	<a href="https://www.instagram.com/krunalpandya_official/">https://www.instagram.com/krunalpandya_official/</a>	krunalpandya_official	729K`	10.6
5	<a href="https://www.instagram.com/wriddhi/">https://www.instagram.com/wriddhi/</a>	wriddhi	629K	3.90%
6	<a href="https://www.instagram.com/bazmccullum42/">https://www.instagram.com/bazmccullum42/</a>	bazmccullum42	633K	2.70%
7	<a href="https://www.instagram.com/ellyseperry/">https://www.instagram.com/ellyseperry/</a>	ellyseperry	599K	11.80%
8	<a href="https://www.instagram.com/imharmanpreet_kaur/">https://www.instagram.com/imharmanpreet_kaur/</a>	imharmanpreet_kaur	594K	9.70%
9	<a href="https://www.instagram.com/cricshotofficial/">@cricshotofficial</a>	cricshotofficial	572K	0.30%
10	<a href="https://www.instagram.com/mayankagarawal/">https://www.instagram.com/mayankagarawal/</a>	mayankagarawal	574K	6.60%
11	<a href="https://www.instagram.com/windiescricket/">https://www.instagram.com/windiescricket/</a>	windiescricket	548k	0.40%
12	<a href="https://www.instagram.com/homeofcricket/">https://www.instagram.com/homeofcricket/</a>	homeofcricket	500k	3.00%
13	<a href="https://www.instagram.com/kapursahab/">https://www.instagram.com/kapursahab/</a>	kapursahab	440K	3.00%
14	<a href="https://www.instagram.com/vijay_41/">https://www.instagram.com/vijay_41/</a>	vijay_41	379K	9.30%
15	<a href="https://www.instagram.com/cplt20/">https://www.instagram.com/cplt20/</a>	cplt20	379K	0.40%
16	<a href="https://www.instagram.com/mandeeps12/">https://www.instagram.com/mandeeps12/</a>	mandeeps12	354K	3.90%
17	<a href="https://www.instagram.com/nitishrana_official/">https://www.instagram.com/nitishrana_official/</a>	nitishrana_official	309K	5.10%
18	<a href="https://www.instagram.com/cricket_shaukeens.official/">https://www.instagram.com/cricket_shaukeens.official/</a>	cricket_shaukeens.official	297K	1.80%
19	<a href="https://www.instagram.com/martyguptill31/">https://www.instagram.com/martyguptill31/</a>	martyguptill31	281K	5.90%
20	<a href="https://www.instagram.com/washisundar555/">https://www.instagram.com/washisundar555/</a>	washisundar555	271K	11.60%
21	<a href="https://www.instagram.com/indiancricketteam7/">https://www.instagram.com/indiancricketteam7/</a>	indiancricketteam7	257K	1.60%
22	<a href="https://www.instagram.com/cricfit/">https://www.instagram.com/cricfit/</a>	cricfit	245K	1.20%
23	<a href="https://www.instagram.com/mitch_m81/">https://www.instagram.com/mitch_m81/</a>	mitch_m81	240K	5.60%
24	<a href="https://www.instagram.com/mawood33/">https://www.instagram.com/mawood33/</a>	mawood33	196K	5.40%
25	<a href="https://www.instagram.com/cricket.culture/">https://www.instagram.com/cricket.culture/</a>	cricket.culture	46.4K	1.20%
26	<a href="https://www.instagram.com/vivek_bora/">https://www.instagram.com/vivek_bora/</a>	vivek_bora	58.4K	2.70%
27	<a href="https://www.instagram.com/tanthapictures/">https://www.instagram.com/tanthapictures/</a>	tanthapictures	77.5K	0.70%
28	<a href="https://www.instagram.com/footballismydrugcr7ismydear/">https://www.instagram.com/footballismydrugcr7ismydear/</a>	footballismydrugcr7ismydear	116K	1.70%
29	<a href="https://www.instagram.com/chefyash/">https://www.instagram.com/chefyash/</a>	chefyash	119K	1.90%
30	<a href="https://www.instagram.com/cr7_balkanfans/">https://www.instagram.com/cr7_balkanfans/</a>	cr7_balkanfans	129k	0.90%
31	<a href="https://www.instagram.com/karthik_raccelebrate/">https://www.instagram.com/karthik_raccelebrate/</a>	karthik_raccelebrate	938	

175	<a href="https://www.instagram.com/boxeramitpanghalofficial/">https://www.instagram.com/boxeramitpanghalofficial/</a>	boxeramitpanghalofficial	24.5K	
176	<a href="https://www.instagram.com/boxermanojkumar/">https://www.instagram.com/boxermanojkumar/</a>	boxermanojkumar	14.2K	
177	<a href="https://www.instagram.com/sonialatherboxer/">https://www.instagram.com/sonialatherboxer/</a>	sonialatherboxer	7.5K	
178	<a href="https://www.instagram.com/akhilkumarboxer/">https://www.instagram.com/akhilkumarboxer/</a>	akhilkumarboxer	10.3k	
179	<a href="https://www.instagram.com/tanwar_naman/">https://www.instagram.com/tanwar_naman/</a>	tanwar_naman	6.999k	
180	<a href="https://www.instagram.com/hima_mon_jai/">https://www.instagram.com/hima_mon_jai/</a>	hima_mon_jai	269k	
181	<a href="https://www.instagram.com/anjali.tushir/">https://www.instagram.com/anjali.tushir/</a>	anjali.tushir	6.646k	
182	<a href="https://www.instagram.com/neeraj_chopra/">https://www.instagram.com/neeraj_chopra/</a>	neeraj_chopra	65.6k	
183	<a href="https://www.instagram.com/rituphogat48/">https://www.instagram.com/rituphogat48/</a>	rituphogat48	253k	
184	<a href="https://www.instagram.com/deepakpunia86/">https://www.instagram.com/deepakpunia86/</a>	deepakpunia86	7.326k	
185	<a href="https://www.instagram.com/therealkapildev/">https://www.instagram.com/therealkapildev/</a>	therealkapildev	66.8k	
186	<a href="https://www.instagram.com/virat.kohli/">https://www.instagram.com/virat.kohli/</a>	virat.kohli	64.7M	
187	<a href="https://www.instagram.com/davidwarner31/">https://www.instagram.com/davidwarner31/</a>	davidwarner31	3.5M	
188	<a href="https://www.instagram.com/irfanpathan_official/">https://www.instagram.com/irfanpathan_official/</a>	irfanpathan_official	1.9M	
189	<a href="https://www.instagram.com/anil.kumble/">https://www.instagram.com/anil.kumble/</a>	anil.kumble	907K	
190	<a href="https://www.instagram.com/prithvishaw/">https://www.instagram.com/prithvishaw/</a>	prithvishaw	823K	
191	<a href="https://www.instagram.com/steve_smith49/">https://www.instagram.com/steve_smith49/</a>	steve_smith49	2M	
192	<a href="https://www.instagram.com/zaheer_khan34/">https://www.instagram.com/zaheer_khan34/</a>	zaheer_khan34	1.2M	
193	<a href="https://www.instagram.com/azharflicks/">https://www.instagram.com/azharflicks/</a>	azharflicks	32.8K	
194	<a href="https://www.instagram.com/mahi7781/">https://www.instagram.com/mahi7781/</a>	mahi7781	24.3M	
195	<a href="https://www.instagram.com/navjotsinghsidhu/">https://www.instagram.com/navjotsinghsidhu/</a>	navjotsinghsidhu	73.3K	
196	<a href="https://www.instagram.com/duteechand/">https://www.instagram.com/duteechand/</a>	duteechand	57.9K	
197	<a href="https://www.instagram.com/annurani/">https://www.instagram.com/annurani/</a>	annurani	11.8K	
198	<a href="https://www.instagram.com/arpinder/">https://www.instagram.com/arpinder/</a>	arpinder	29.1K	
199	<a href="https://www.instagram.com/ankit_sharma_longjum/">https://www.instagram.com/ankit_sharma_longjum/</a>	ankit_sharma_longjump	14.5K	
200	<a href="https://www.instagram.com/manjitsingh800m/">https://www.instagram.com/manjitsingh800m/</a>	manjitsingh800m	12.4K	
201	<a href="https://www.instagram.com/dharunayyasamy/">https://www.instagram.com/dharunayyasamy/</a>	dharunayyasamy	8.9K	
202	<a href="https://www.instagram.com/tajinder22.22/">https://www.instagram.com/tajinder22.22/</a>	tajinder22.22	14K	
203	<a href="https://www.instagram.com/usainbolt/">https://www.instagram.com/usainbolt/</a>	usainbolt	9.6M	
204	<a href="https://www.instagram.com/geetaphogat/">https://www.instagram.com/geetaphogat/</a>	geetaphogat	721K	
205	<a href="https://www.instagram.com/vineshpoghat/">https://www.instagram.com/vineshpoghat/</a>	vineshpoghat	175K	
206	<a href="https://www.instagram.com/nehwalsaina/">https://www.instagram.com/nehwalsaina/</a>	nehwalsaina	1.4M	
207	<a href="https://www.instagram.com/pvsindhul/">https://www.instagram.com/pvsindhul/</a>	pvsindhul	1.6M	
208	<a href="https://www.instagram.com/kiren.rijju/">https://www.instagram.com/kiren.rijju/</a>	kiren.rijju	373K	
209	<a href="https://www.instagram.com/justingatlin/">https://www.instagram.com/justingatlin/</a>	justingatlin	336K	
210	<a href="https://www.instagram.com/bajrangpunia60/">https://www.instagram.com/bajrangpunia60/</a>	bajrangpunia60	169K	
211	<a href="https://www.instagram.com/waydedreamer/">https://www.instagram.com/waydedreamer/</a>	waydedreamer	326K	

**Figure: 4 Sports client Instagram influencers**

In this work I asked to find the big Instagram influencers. I found lots of influencers and I convert 57 of them and start making contract. And handle all the legal issues of that. Constantly follow to them about all the. I asked them to post our advertisement poster or video on their account. After

their post I need to check the engagement the post and check the people who saw the post.



**Figure: 5 Cold calls**

After that I asked to research about the dating application and I started research about that. And start mining the data and collect the data of and start talking officially to all of them.

1	LINK	NAME	Followers
2	<a href="https://www.instagram.com/fashiongooble/">https://www.instagram.com/fashiongooble/</a>	fashiongooble	10,402
3	<a href="https://www.instagram.com/devilsredtongue/">https://www.instagram.com/devilsredtongue/</a>	devilsredtongue	15,196
4	<a href="https://www.instagram.com/singhonwheels/">https://www.instagram.com/singhonwheels/</a>	singhonwheels	16,099
5	<a href="https://www.instagram.com/good_lifestyle_/">https://www.instagram.com/good_lifestyle_/</a>	good_lifestyle_	15,472
6	<a href="https://www.instagram.com/life_partners_goals/">https://www.instagram.com/life_partners_goals/</a>	life_partners_goals	38,315
7	<a href="https://www.instagram.com/stylistsanyakhurana/">https://www.instagram.com/stylistsanyakhurana/</a>	stylistsanyakhurana	32,244
8	<a href="https://www.instagram.com/thefashionproject/">https://www.instagram.com/thefashionproject/</a>	thefashionproject	50,541
9	<a href="https://www.instagram.com/officialkavyar/">https://www.instagram.com/officialkavyar/</a>	officialkavyar	48,905
10	<a href="https://www.instagram.com/mensstyle.dp/">https://www.instagram.com/mensstyle.dp/</a>	mensstyle.dp	61,719
11	<a href="https://www.instagram.com/doublebreaste/">https://www.instagram.com/doublebreaste/</a>	doublebreaste	44,793
12	<a href="https://www.instagram.com/menfashion_fix/">https://www.instagram.com/menfashion_fix/</a>	menfashion_fix	73,804
13	<a href="https://www.instagram.com/modamasculina.brasil/">https://www.instagram.com/modamasculina.brasil/</a>	modamasculina.brasil	60,819
14	<a href="https://www.instagram.com/fitstylemedia/">https://www.instagram.com/fitstylemedia/</a>	fitstylemedia	70957
15	<a href="https://www.instagram.com/singha_10/">https://www.instagram.com/singha_10/</a>	singha_10	74,202
16	<a href="https://www.instagram.com/theyashanand/">https://www.instagram.com/theyashanand/</a>	theyashanand	76,158
17	<a href="https://www.instagram.com/akhladpasha/">https://www.instagram.com/akhladpasha/</a>	akhladpasha	74,931
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526	<a href="https://www.instagram.com/aisharyadutta/">https://www.instagram.com/aisharyadutta/</a>	aisharyadutta	35,905
527	<a href="https://www.instagram.com/sharmisthashinning_offical/">https://www.instagram.com/sharmisthashinning_offical/</a>	sharmisthashinning_offical	10,960
528	<a href="https://www.instagram.com/_nandini_07_/">https://www.instagram.com/_nandini_07_/</a>	_nandini_07_	13,000
529	<a href="https://www.instagram.com/official_sabita87/">https://www.instagram.com/official_sabita87/</a>	official_sabita87	38,282
530	<a href="https://www.instagram.com/scorpio_lady_in/">https://www.instagram.com/scorpio_lady_in/</a>	scorpio_lady_in	46,400
531	<a href="https://www.instagram.com/thatglamfactor/">https://www.instagram.com/thatglamfactor/</a>	thatglamfactor	21,750
532	<a href="https://www.instagram.com/_optical_illusion/">https://www.instagram.com/_optical_illusion/</a>	_optical_illusion	11,820
533	<a href="https://www.instagram.com/bonglady_moudipa/">https://www.instagram.com/bonglady_moudipa/</a>	bonglady_moudipa	22,261
534	<a href="https://www.instagram.com/lady.bee_/">https://www.instagram.com/lady.bee_/</a>	lady.bee__	73,570
535	<a href="https://www.instagram.com/models_shoutouts_09/">https://www.instagram.com/models_shoutouts_09/</a>	models_shoutouts_09	21,900
536	<a href="https://www.instagram.com/geecika_laishram/">https://www.instagram.com/geecika_laishram/</a>	geecika_laishram	8,430
537	<a href="https://www.instagram.com/gv_photography_/">https://www.instagram.com/gv_photography_/</a>	gv_photography__	55,517
538	<a href="https://www.instagram.com/sukanya_official_fan/">https://www.instagram.com/sukanya_official_fan/</a>	sukanya_official_fan	11,655
539	<a href="https://www.instagram.com/beauties_of_universe/">https://www.instagram.com/beauties_of_universe/</a>	beauties__of_universe	25,640
540	<a href="https://www.instagram.com/fashion_divas_shootout/">https://www.instagram.com/fashion_divas_shootout/</a>	fashion_divas_shootout	19,020
541	<a href="https://www.instagram.com/da_libra_queen/">https://www.instagram.com/da_libra_queen/</a>	da_libra_queen	39,500
542	<a href="https://www.instagram.com/mahixoxo_/">https://www.instagram.com/mahixoxo_/</a>	mahixoxo_	19,561
543	<a href="https://www.instagram.com/topindianshout/">https://www.instagram.com/topindianshout/</a>	topindianshout	51,861
544	<a href="https://www.instagram.com/best_dps_forever/">https://www.instagram.com/best_dps_forever/</a>	best_dps_forever	114,575
545	<a href="https://www.instagram.com/lovers_of_insta_/">https://www.instagram.com/lovers_of_insta_/</a>	lovers_of_insta_	22,730
546	<a href="https://www.instagram.com/kayshana_nair/">https://www.instagram.com/kayshana_nair/</a>	kayshana_nair	16,500
547	<a href="https://www.instagram.com/rivaa_bridal_studio/">https://www.instagram.com/rivaa_bridal_studio/</a>	rivaa_bridal_studio	16,760
548	<a href="https://www.instagram.com/tiethethali/">https://www.instagram.com/tiethethali/</a>	tiethethali	129,000
549	<a href="https://www.instagram.com/veetha/">https://www.instagram.com/veetha/</a>	veetha	46,710
550	<a href="https://www.instagram.com/sayanaranjan/">https://www.instagram.com/sayanaranjan/</a>	sayanaranjan	133,515

**Figure: 5 Dating application data**

I started after the made all the data of the for promotion of the dating application. I made data of 550 influencer. After that cold calls started for conversation, I convert 256 of them. And I deal the all about the legal issues and contract with us.

At the end of my summer internship I asked for handle some other interns from other colleges. My senior gave me work to assigned some works for other interns and ask to help in their work. In last 10 days I work as head of a team with 7 members.

## **Part – 3**

### **Learnings**

- BrainyBucks Pvt Ltd. provided me an opportunity to witness the real-time of the corporate world. I got to know about the actual style of working in corporate.
- As intern at BrainyBucks, I got to know a lot about fantasy sports industry, way of working the fantasy sports industry.
- During the internship I learn the practically about the digital marketing, how its work, how to really work digitally.
- During my internship, I had to make about lots of calls per day which make me learn how to talk in the corporate world, how to influence people, various tips and tricks, etc. I used to make calls & direct message from 10 am to 4 pm and afterward I worked on my market research project. Continuous efforts towards promotional activities have a direct impact on sales and customer retention.
- Ask for feedback, issues and situations with customers on a regular basis, these interactions can provide excellent insights into how the product is perceived. Customers, competitors' movements and new business opportunities.
- Keeping eye on competitors and watching the changing customer preferences are important.
- During my internship, I got to know a lot about Data Mining and Market Research, how to do it and what to look for and what not to, from where to look, checking whether the collected data is accurate or not under the guidance of my mentor.
- Almost everything depends on the personal rapport between the company and the customer.
- They teach me how to lead the team, how to handle different people at the same time with different mindset.

# Certificate



## Summer Internship Certificate

This is to certify that **Mr. Abhishek Singh** from Institute of Management, Nirma University has successfully completed his summer internship at Brainy Bucks Games Pvt. Ltd. From 24<sup>th</sup> April, 2020 to 24<sup>th</sup> June, 2020.

He has worked as a **Marketing Intern** on our Fantasy Sports Game – FSL11. The project involved creating Digital Marketing strategies and Growth Hacking Strategies for FSL11. The project was taken under the guidance of Mr. Shivang Bakliwal.

During the period of internship, we found him to be punctual, hardworking and focused. He has worked sincerely on his assignments. His performance was Excellent.

We wish him good luck for his future.

Regards,



Saloni Tapdiya  
Director  
Brainy Bucks Games Pvt. Ltd.