

BLUBOY INNOVATOR'S DIGEST

Bringing Together Creativity, Innovation, and Collaboration



SPOTLIGHT ON INNOVATION

Hello Bluboy Insiders!

We're always striving to elevate gaming experience our players, and this month is no exception. We have been busy crafting new features and enhancements to make their time with us even better. Let's review what we've done for our app users, this month!

Introducing: 1-Day Life Pack Our new 1-Day Life Pack offers short-term boosts for players seeking quick advantages, opening new monetization opportunities.

Payment & Security Enhancements We've upgraded our payment and KYC systems. A single user can now manage multiple payment methods under one identity, preventing multiple account registrations and ensuring fair play.

Enhanced Score Validation To ensure fair play, we've implemented a robust score validation system. This combats score tampering and hacking, keeping our leaderboards accurate and secure.

Withdrawal Limits Non-NEFT withdrawals are now capped at ₹5000 to avoid high transaction fees. This encourages NEFT use for larger amounts, ensuring players receive their full winnings.

WHAT'S INSIDE THIS ISSUE:

- *Spotlight on Innovation*
- *Behind the Scene*
- *Player Spotlight: Interview with Vaishnav - The Tactical Genius*
- *Gaming Industry Insights*
- *Upcoming Events and Tournaments*
- *Top-performing players*
- *Idea Corner*
- *Game On!*



BEHIND THE SCENE

Our tournaments are where the magic happens, thanks to our diverse team of game designers, artists, developers, QA, product managers, DevOps, Support & Sales teams, and finance experts. Together, they create compelling and competitive experiences that keep our players coming back for more.

Our team's collaboration shines in every tournament. From concept to execution, each member plays a vital role in delivering an immersive experience. Whether it's ensuring seamless gameplay or offering top-notch customer support, our tournaments are a testament to our team's dedication and passion.

Innovative Game Mechanics: Take "Bharat Run," for example. This game, akin to Subway Surfers, has become a tournament favourite. Its procedurally generated obstacles and vibrant Indian city themes captivate players, showcasing the diversity and vibrancy of India. An active player logs in up to six times a day to compete in Bharat Run tournaments, reflecting its engaging appeal and our success in keeping players entertained.

These stories highlight how our team's creativity and innovation are at the heart of our tournaments, ensuring a fantastic experience for all players.

PLAYER SPOTLIGHT

Interview with Vaishnav – “The Tactical Genius”

We recently sat down with one of our most dedicated players, Vaishnav, a 15-year-old top-ranked gamer who uses multiple accounts to dominate the leaderboards. Here's an exclusive look at their gaming journey, preferences, and insightful feedback on our games.

Q: How has your experience with Bharat Run been since the latest update (version 4.2.86P)?

A: The update has significantly improved the gameplay. The issue with Bluboy jumping in the air has been resolved, which makes the game much smoother. However, I would love to see an increase in difficulty levels to keep things challenging.

Q: What are your thoughts on Vaikunthapali and Parinda?

A: Vaikunthapali feels a bit boring and lacks engagement for me. As for Parinda, I use a clicker tool to help with the gameplay, but when the speed increases, it becomes difficult to continue.

Q: You mentioned an exploit in Space Ninja. Can you elaborate?

A: There's a potential exploit using the "Redmajic" mobile to highlight enemies in red, which could be used to detect aliens. However, I haven't tried this myself. Also, the heavy smoke during alien blasts makes it hard to see incoming threats.

BEHIND EVERY EPIC TOURNAMENT IS A TEAM UNITED BY PASSION AND CREATIVITY, TURNING IDEAS INTO IMMERSIVE ADVENTURES.

"COMPETING FOR TOP RANKS AND WINNING PRIZES KEEPS THE EXCITEMENT ALIVE IN EVERY GAME I PLAY."

- VAISHNAV



PLAYER SPOTLIGHT CONT...

Q: How do you feel about the time commitment for RangBarse?

A: RangBarse takes too much time, which can be a bit off-putting. It needs to be more time-efficient to keep players engaged.

Q: Any thoughts on the Spin Wheel and Fruit Mandi games?

A: The Spin Wheel doesn't feel like a traditional spin wheel; it just shows opening doors. Adding spokes would improve the experience. For Fruit Mandi, introducing a feature to buy lives and continue from where you left off would keep players engaged longer.

Q: What tools do you use to maintain your top ranks?

A: I use auto clicker and swiper tools, and I manage three accounts to secure the top three ranks.

Q: What motivates you to play our games?

A: I primarily play for the monetary rewards. It's exciting to compete for the top ranks and win prizes.

Q: Do you have any suggestions for game rewards and overall game design?

A: Huge amounts for small games might make players think it's a scam. Keeping top rank prizes below 50k is more reasonable. Introducing betting games and rummy would be great, allowing players to reinvest winnings in other games. Integrating Spotify for in-game music would enhance the experience. Multiplayer games

need seamless communication and should be engaging.

Q: Any final thoughts on the app experience?

A: The app doesn't quite feel like a gaming app, and the logo could be more appealing. "How to play" screens should appear every time to guide new players.

Conclusion: This player's feedback offers valuable insights into game performance and user experience. Addressing these points could significantly enhance player satisfaction and engagement, ensuring our platform remains competitive and exciting.

GAMING INDUSTRY INSIGHTS

Unprecedented Growth Ahead!

2024 marks an exhilarating chapter for real-money gaming in India, with the market poised to reach \$3.49 billion, boasting a robust 15.68% compound annual growth rate (CAGR). Here's a closer look at the key trends driving this expansion:

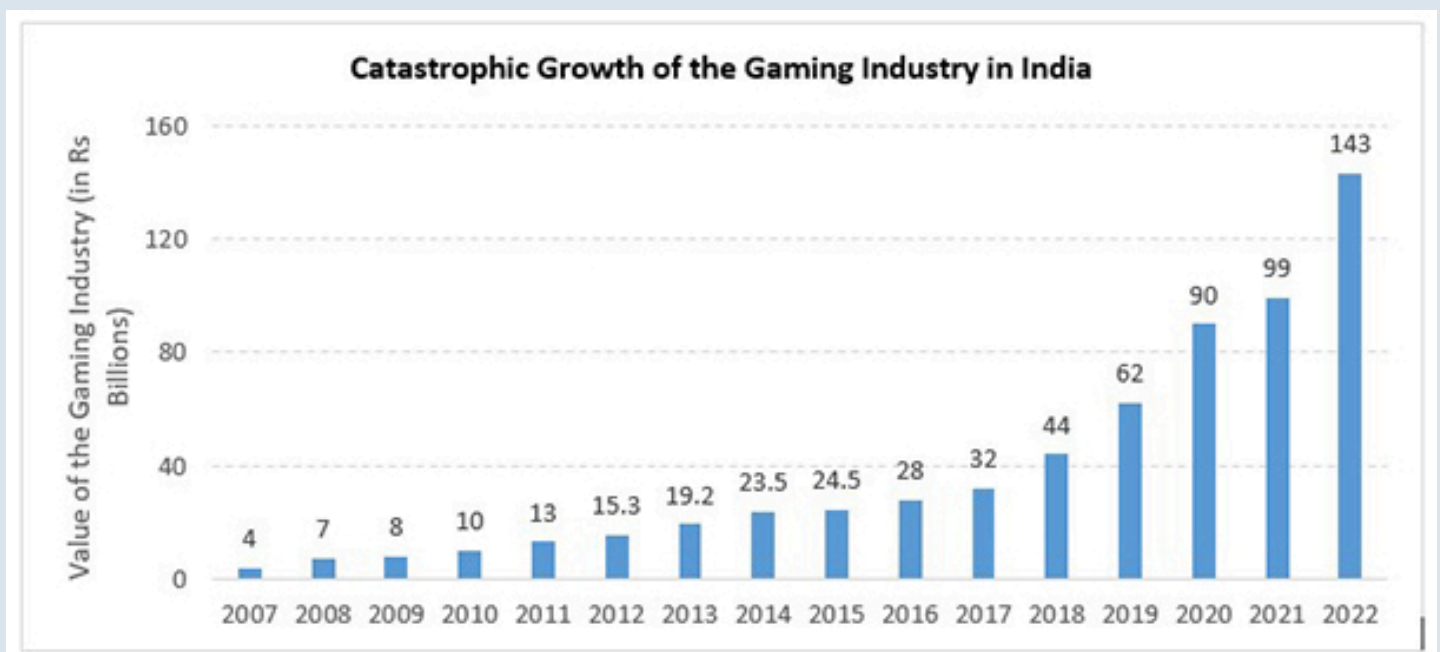
Youthful Surge: The youth demographic's passion for gaming continues to drive demand, particularly in the mobile gaming sector. With affordable smartphones and data plans, India's gaming population is booming, witnessing a 28% increase year-on-year.

Regulatory Landscape: Google Play's recent decision to embrace more real-money gaming apps is a game-changer, widening access to a broader audience. However, the industry faces challenges from heightened taxation and regulatory scrutiny, requiring careful navigation.

Technological Advancements: Technologies like AI, VR, and AR are reshaping the gaming landscape, enhancing user engagement and unlocking new avenues for development and monetization. Investments in AR and VR technologies have soared by 45% in the past year alone.

Esports Expansion: With esports gaining official recognition as a sport, investment and growth opportunities abound. Major games like BGMI and Free Fire are fuelling the competitive gaming scene, with a 33% year-on-year growth in viewership.

These trends underscore a dynamic and rapidly evolving gaming ecosystem in India, promising thrilling times ahead for both players and developers. Stay tuned as we spearhead innovation and lead the charge in this vibrant market!





BLUBOY APP USER BASE



UPCOMING EVENTS AND TOURNAMENTS

Get ready for an action-packed June with our latest gaming tournaments and special events. Here's what's in store:

Bharat Run: This month, we're spicing things up! Every day, 10 lucky winners will be chosen from Bharat Run tournament participants.

Tambola:

- Winners: 103
- Timings: 11AM, 1PM, 8PM, 10PM
- Prize Money: Same as the current template

VIP Tambola:

- Winners: 51 (1st Full House: 1; 2nd Full House: 2; Rows and Early 5: 12)
- Timings: 3PM, 9:30PM
- Prize Money: Same as the current template

Note:

- All other games will be available as practice tournaments for 24 hours—no prize money or rewards.
- Only Basic Life Pack & Unlimited Lives Pack will be available.

Monthly High Scores for Bharat Run:

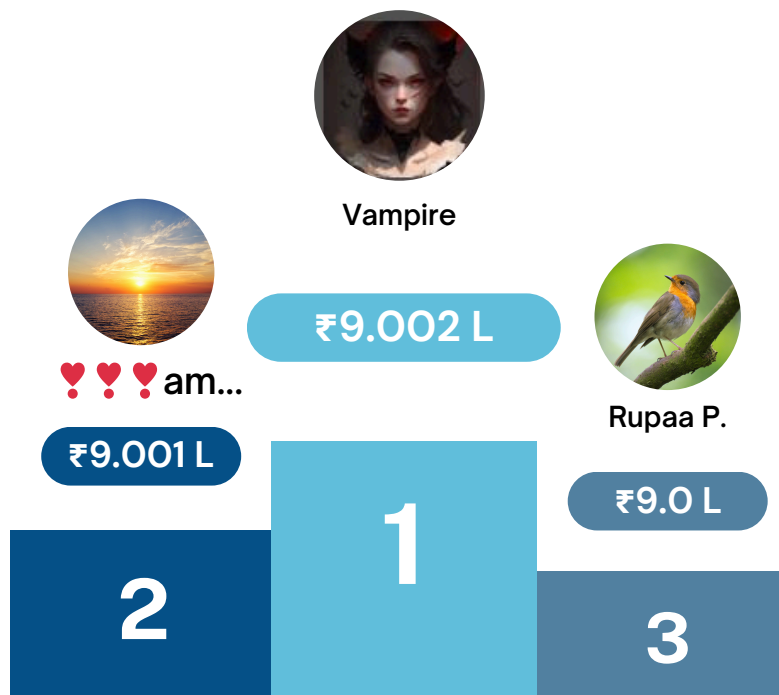
- 1st Prize: ₹90,000/-
- 2nd Prize: ₹50,000/-
- 3rd Prize: ₹23,200/-

Mark your calendars and get ready to spread the word!

"TOURNAMENTS ARE THE CRUCIBLES WHERE PLAYERS EVOLVE, STRATEGIES INNOVATE, AND THE SPIRIT OF COMPETITION BURNS BRIGHTER THAN EVER BEFORE."

"GREATNESS IS NOT IN WHERE WE STAND, BUT IN WHAT DIRECTION WE ARE MOVING. CONGRATULATIONS TO OUR TOP PERFORMERS FOR CONTINUOUSLY PUSHING THE BOUNDARIES AND ACHIEVING NEW HEIGHTS!"

TOP-PERFORMERS THIS MONTH



4. Krishna ₹5.02 Lacs
5. Nike ₹5.00 Lacs
6. Player80528 ₹5.00 Lacs
7. Priyanka ₹2.38 Lacs
8. Rahul ₹2.33 Lacs
9. Shadow Mon... ₹2.32 Lacs
10. Sagar ₹1.49 Lacs





IDEA CORNER

Have a brilliant idea for a hyper-casual game? We're all ears! No matter your role—be it design, development, QA, marketing, Finance, Support and beyond—your creativity is what drives us forward. Share your game concepts with the team, and if your idea shines, we might just take it to production.

This is your opportunity to shape our gaming future and see your vision come to life. Submit your ideas and let's innovate together. Your concept could be the next big hit in our gaming lineup. Let's make it happen!

GAME ON!

We love hearing from you! Join the conversation and help shape this newsletter into a vibrant, informative hub for our team. Your insights, ideas, and feedback are invaluable as we continue to innovate and enhance our gaming app.

Share this newsletter with friends and family, and invite them to be a part of our journey. By spreading the word, you can inspire others to join our community and contribute to the future of mobile gaming. Together, we can achieve amazing things. Keep gaming and stay engaged!

"GAME IDEAS ARE THE SEEDS OF IMAGINATION, WHERE CREATIVITY BLOSSOMS, AND WORLDS WAITING TO BE EXPLORED TAKE SHAPE ONE PIXEL AT A TIME."