



Daily Gamer

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**Jump Games also goes America**

**I admit, sometimes our mailboxes are flooded. One of the things we accidentally skipped is Jump Games' entry to the US mobile gaming market space through Reliance.**

*"We are keen on building a global enterprise that leverages the top entertainment content across the globe," said Rajesh Sawhney, President of Reliance Big Entertainment. "Our recent deals in the entertainment space convey our focus and commitment towards building global entertainment equity. With Jump Games setting up operations in the US, we will be concentrating on the mobile space aggressively. To ensure the future of our success, our partnerships and alliances with America's biggest firms will be critical. The idea is to expand the mobile entertainment umbrella for Jump in the mobile space, via strong and sustained growth – both organic as well as inorganic."*

*"The launch of Jump Games USA and the opening of our new office is an important step in strengthening our ability to acquire and deliver exciting mainstream mobile content to U.S. consumers," said Salil Bhargava, CEO of Jump Games. "Jump Games is already a leading publisher and developer of premium mobile content and our North American team will be a driving force in building key relationships with North America's leading media and entertainment companies."*

The expansion of Jump Games into the U.S. represents a significant shift in the company's ability to bring exciting mobile content to and from this market through its Global Service Delivery Platform. In line with the expansion plans, Jump Games has appointed Amit Khanduja as their EVP Americas. Amit has more than 15 years of high-technology consumer and enterprise experience, holding key positions at several leading companies like Sun Microsystems, HP, and Tira Wireless.

Jump Games is an independent venture of Reliance Big Entertainment, which is part of the multi-national conglomerate Reliance ADA Group. The company has exclusive global licenses to create and distribute games for some of the world's leading brands like Manchester United Football Club, Virgin Comics, and Honest Entertainment (Fido Dido). Reliance ADA group is among India's top three private sector business houses on all major financial parameters, with a market capitalization of over US \$47 billion. The interests of the Group range from communications (Reliance Communications) and financial services (Reliance Capital Ltd), to generation, transmission, distribution of power and infrastructure development (Reliance Infrastructure Ltd)

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