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## Jump Games sets up business office in London

Wednesday, 10 Sep 2008

Televisionpoint.com Correspondent | Mumbai



Jump Games, a developer of games across mobile platforms, and a part of Reliance Big Entertainment, has set up a business office in London to fuel their expansion plans. The company has appointed Roger Davies as vice-president, Europe.

Davies with 15 years combined new media and mobile entertainment experience across Europe and North America, has a track record of deploying content and technology solutions to the mobile arena. He has worked for British Telecom, Real Networks Riot Entertainment, and Infospace; and more recently headed business development in Europe for mobile search and advertising provider Medio Systems.

"As an organization focused on mobile entertainment, reach is the keyword for us. After the US, Europe and Asia Pacific are other key markets we are focusing on at this point. With our new business channels we will now be present locally in key markets. We are committed to scaling up our global operations and build the Jump brand internationally as well as aggressively bidding for licenses." says Salil Bhargava, CEO, Jump Games.

Rajesh Sawhney, president, Reliance Big Entertainment said, "Jump Games is leading Reliance Big Entertainment's foray into the mobile space. We are committed to making a mark in the mobile space globally and Jump Games is concentrating its efforts into maximizing its reach, which is key to our business. After the US, we are now ready to expand our wings to the European and Asia Pacific gaming markets."

Jump Games also plans to set up operations in Asia Pacific (Singapore) by early next quarter. The company has 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).

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