

Nazara Games (Chhota Bheem Speed Racing)



Background

Nazara Technologies Ltd is one of the leading mobile games company headquartered in Mumbai, which is engaged in the acquisition of, value addition to and distribution, of mobile games across emerging markets such as India, Middle East, Africa, South East Asia and Latin America. Our operations comprise of our subscription business, freemium business and Esports business.

Challenges

One of the major challenges for Nazara Team was not only to maintain considerable position on Google Play Store but also to get on Top Ranking for their popular Chhota Bheem Speed Racing App. In spite of trying out various options to achieve top ranking, they were losing considerable ground towards achieving this goal. They were apprehensive with the presence of any third-party SDK's which might be a possible reason for causing conflict with Google Play Store's policy and norm

Solution

AdGyde being a prominent longtime Attribution and Analytics partner was consulted by Nazara Team pertaining to the issue of retaining their ranking. After discussing the same with the AdGyde team and being convinced that the data being collected by the AdGyde SDK falls completely under the guidelines of Google policies. With this conviction, they decided to retain AdGyde SDK; however they removed other third-party SDKs

Impact

With the above conviction new update of Chhota Bheem Speed Racing App was released on Play Store and soon after it achieved Top ranking under **"New+ Updated Games"** category.

