

**GAME**

**THON**

PLAY.COMPETE.CONNECT.

# CONTENTS

1. Overview of Game-A-Thon

2. Brand Overview

3. Why Game-A-Thon?

4. Our Expertise

5. Unique Selling Propositions

6. F& B Integration for an Elevated Experience

7. Market Impact

8. Customer Retention Strategies

9. Investment Model

10. Contact Us

11. Conclusions

12. Thank You

# 1. Overview of Game-A-Thon

## Revolutionizing Leisure Experiences in India

Game-A-Thon is set to redefine gaming and entertainment in India by offering diverse experiences like arcades, bowling, and VR. Specializing in operational training and logistics for Family Entertainment Centers (FECs), we aim to lead the market with cutting-edge gaming technology.



## 2. Brand Overview

### Introduction to Game-A-Thon

Game-A-Thon offers a range of exciting entertainment options including arcades, bowling, go-karting, and VR experiences. We focus on creating family-friendly environments that cater to all age groups. Our operational training ensures new FEC s run smoothly, attracting customers consistently.





# Vision and Mission

Our vision is to become the leading provider of family entertainment in India by establishing 30 centers by 2028. We strive to blend immersive entertainment with appealing experiences, promoting customer engagement and community spirit through our centers across various locations.

1

Provide immersive, high-energy experiences for people of all ages and demographics.

2

Create unforgettable moments in every mall and commercial center we partner with.

# 3. Why Game-A-Thon?



## Innovative Attractions

Cutting-edge technologies like VR, arcade games, go-karts, and more.

## Family-Friendly Entertainment

Fun for everyone from kids to adults.

## Perfect for Malls & Commercial Areas

Game-A-Thon is the ideal entertainment partner for malls and high streets looking to elevate their customer experience and attract foot traffic.

## 4. Our Expertise



1

### Imports & Setup

Specializing in setting up bowling, arcade games, go-karting, VR experiences, and redemption games for Family Entertainment Centers (FECs).

2

### Kiosk to Mega FECs

From 2000 sq. ft. kiosks to expansive 150,000 sq. ft. FECs, we cater to all types of spaces and layouts.

3

### Training & Operational Support

We provide comprehensive setup and operational training to ensure smooth running and maximum profitability.



# Our Future Plans

## 30 Centers by 2028

Game-A-Thon plans to launch 30 centers across India, creating entertainment hubs that attract guests of all ages.

## International Collaborations

Strategic partnerships with global entertainment companies that will offer groundbreaking experiences to Indian consumers.

## Game-Changing

Game-A-Thon's expansion will set new benchmarks in the Indian entertainment landscape, especially within malls and commercial spaces.



## 5. Unique Selling Propositions

Game-A-Thon stands out by providing a comprehensive range of entertainment options, including innovative gaming technology, personalized training for FEC operators, and the flexibility of kiosk sizes from compact to expansive. Our emphasis on creating family-oriented environments ensures a diverse customer base.

## 6. F&B Integration for an Elevated Experience



### Gaming Meets Dining

Combining exciting gaming experiences with delicious F&B offerings.

### Enhancing Mall Foot Traffic

Guests can enjoy food while playing or socializing in a vibrant and engaging environment, increasing their time spent in the mall.

# 7. Market Impact

## Benefits for Malls and Spaces

Game-A-Thon centers drive significant foot traffic to malls and commercial spaces, benefiting retailers through increased customer visits. Our immersive experiences create engaging environments that keep visitors returning, ensuring sustained sales growth for nearby businesses and enhancing overall mall performance.



# How Game-A-Thon Benefits Malls, High Streets, and Commercial Areas

## Attracts Huge Foot Traffic

Game-A-Thon is a major footfall driver, attracting families, young adults, and tourists, ensuring a constant stream of visitors.

## Boosts Surrounding Brands

The increased traffic will directly benefit neighboring shops, restaurants, and entertainment venues, driving sales and visibility for local businesses.

## Creates a Dynamic Ecosystem

As a popular entertainment destination, Game-A-Thon serves as an anchor that brings in crowds, which naturally spreads foot traffic across the entire commercial area or mall.

## Elevates the Mall's Image

Game-A-Thon's cutting-edge technology and engaging experiences help position malls and high streets as vibrant, modern, and family-friendly locations, enhancing their overall appeal.

## Longer Dwell Time

Guests are more likely to spend more time in the mall, enjoying the entertainment and dining options— leading to higher sales for other retailers and restaurants in the surrounding area.





## 8. Customer Retention Strategies

We focus on delivering repeatable, engaging experiences that encourage customers to return. Strategies include loyalty programs, community events, and celebrity collaborations to enhance brand visibility. We create unique marketing campaigns to attract diverse audiences, ensuring ongoing engagement with our entertainment centers.



## 9. Investment Model

### FOCO Model - Investment & Revenue Sharing

#### Investment

Rs. 4,000 per sq.ft plus GST

#### Area

Up to 25,000 sq.ft

# Rental/MG Options & Revenue Share Option

1

Fixed Rent

Rs. 40-45 per sq.ft or Revenue Share \*

2

Gaming

16-18% of Net revenue

3

Restaurant / Cafe

10% of Net revenue



# Landlord Scope of Work

Flooring Tiles  
Supply and  
installation

Toughened glass  
doors/windows

Electrical Power  
backup & load  
provision

Washrooms -  
Construction &  
fittings

Lift (if required)  
installation and  
maintenance

Interior &  
Exterior Painting  
& putty

Property Clearance - Fire NOC

Property taxes & property  
insurance

## 10. Contact Us

Game-A-Thon

+91 9205434226

# 11. Conclusions

Game-A-Thon is poised to transform the entertainment landscape in India with innovative offerings and strategic marketing. By focusing on customer engagement, expanding to key locations, and fostering community interactions, we will achieve our vision of becoming a leader in the Family Entertainment Center market.



Thank You