

GuardianLink Joins Hands With IndiGG To Promote & Democratise Play-To-Earn Games In South Asia

The partnership will help incubate, support, and empower gamers and promote Web3 gaming in the region.

India- July 22, 2022: Asia's leading innovator of NFT technologies, GuardianLink, has joined forces with IndiGG, the Sub-DAO of Yield Guild Games (YGG), to build and promote the Web3 gaming ecosystem in the region. GuardianLink, together with IndiGG and its user base of 65,000 online gamers, is on a mission to help gamers discover the future of gaming and embark on a journey into virtual worlds where they can monetise their gaming skills and own digital assets.

GuardianLink has launched a first-of-its-kind NFT-powered play-and-earn cricket gaming app, Meta Cricket League (MCL), through its latest blockchain marketplace, 'Jump.trade'. MCL allows online game lovers to experience the vibrancy and spirit of cricket in the meta-realm, with winners of its latest beta earning rewards worth \$500 dollars in two hours. IndiGG has made a significant investment in purchasing NFTs from GuardianLink and will lease them out to its community members to encourage them to play the NFT cricket game, win matches, and stand a chance to earn exciting rewards.

Commenting on the partnership, Kameshwaran Elangovan, Co-founder & COO of GuardianLink, said, "We are ecstatic to partner with IndiGG on their mission to create mass awareness about Web3 gaming and its ability to help gamers monetise their skills. Like YouTube streamers or TikTok/Instagram influencers, blockchain gaming has all the potential to become a dependable source of earning in the gig-economy era, if not for a full-time career!"

Kameshwaran also adds, "With the kind of emotional power cricket wields in the sub-continent, we are extremely hopeful that our NFT-powered Meta Cricket League would be welcomed as well as many in the region have embraced the concept of Play-and-Earn gaming. We strongly believe that NFT is the new normal, and it has the power to revolutionise the online gaming ecosystem in Asia."

"Cricket is a religion in India, and even though Web2 games lack adoption for the sports genre, I believe Web3 cricket games would attract a lot of non-gamers in India as well. MCL is becoming one of the most popular live online cricket games thanks to its sustainable earnings potential. We're super pumped to partner with GuardianLink (Jump.trade) to make it a huge success in India," says Ayush Gupta, Growth Leader at IndiGG.

The gaming market in India is predicted to grow to be one of the largest in the world. A KPMG study claims that after five years of steady growth, it is anticipated to triple in value and reach \$3.9 billion by 2025. From 360 million in 2020 to 390 million in 2021, the overall number of online gamers increased by 8%.

ABOUT [GUARDIANLINK.IO](https://guardianlink.io) & JUMP.TRADE

[GuardianLink.io](https://guardianlink.io) is a pioneer and innovator of NFT Technologies with its roots embedded in the Blockchain world since 2016. As the inventor of Anti. Rip and Wallet.Cipher technologies for the NFT world, GuardianLink has developed one of the first frameworks of Legitimacy protocol for the NFT ecosystem. Its deep base of over 350+ product avengers and NFT artists provides global execution capabilities for deploying the NFT Auction platform and Exchange Framework with fiat and crypto currency support. With global brands and exchanges running on the GuardianLink.io platform and its zero-gas fee layer 2 blockchain, it has a proven track record of scalability, accessibility, and extensibility. Jump.trade is a web3 NFT marketplace launched by GuardianLink. The platform features NFTs of international brands and celebrities as well as games.

About your IndiGG

IndiGG is a Sub-DAO of Yield Guild Games (YGG) being built in association with Polygon to create a Web3 gaming hub within India. IndiGG is building a platform where gamers can discover the future of gaming and embark on a journey into virtual worlds where they own their digital assets. IndiGG is also focused on growing the Web3 gaming development ecosystem in India and across the world by incubating and helping developers make the best Web3 games that they can envision.