

## Reliance Big enters US mobile content market

The Anil Dhirubhai Ambani Group (ADAG)-promoted Reliance Big Entertainment Friday announced the US launch of Jump Games, a publisher and developer of mobile video games.

According to a statement issued by the entertainment company, Jump Games is 'aggressively looking' to acquire mobile content licences and brands for distribution to mobile phones worldwide.

'We are keen on building a global enterprise that leverages the top entertainment content across the globe,' said Reliance Big Entertainment president Rajesh Sawhney.

'Our recent deals in the entertainment space convey our focus and commitment towards building global entertainment equity.'

Jump Games, which has set up its US headquarters in Chicago, expects 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,' said Sawhney.

For expansion in the US, Jump Games has appointed Amit Khanduja as its executive vice president in America. Khanduja has previously worked with several leading companies like Sun Microsystems, HP and Tira Wireless.

The company also has exclusive global licences to create and distribute games for some of the world's leading brands such as Manchester United Football Club, Virgin Comics, and Honest Entertainment (Fido Dido).

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