

# Breaking News - Pokernation.com Goes Live

*India's first site dedicated to the sport of poker aims to teach millions*

MUMBAI, MAHARASTRA, INDIA, May 17, 2016 /EINPresswire.com/ -- The exciting world of online gaming has gained popularity both in India and abroad, owing to the high level of skill required and the sheer 'competitive high' that it generates when people play live against each other. Games that were once considered taboo due to connotations of 'gambling' are today finding converts based on the realisation that success in these games requires high levels of dedication and strategic acumen. Poker is one such skill contest that is gaining acceptance around the world at a scorching pace and the game has acted as a sporting bridge that brings together young and old alike to compete on the basis of their intellect, acumen and strategic thinking. Poker athletes around the world are today vying for tournament ranks and gaining global celebrity status.

India too is seeing its fair share of growth in the sport of Poker with people taking it up both online and offline. Online poker has seen phenomenal growth over the past few years with millions of Indians taking up the sport and challenging themselves towards achieving success. Tapping into this trend and growing popularity for the game is Pokernation.com, India's latest online poker playing site that is dedicated only to Poker. Going live today, Pokernation.com will be India's first online gaming site dedicated only to the



sport of poker and focused towards propagating its acceptance in the country. Pokernation is aimed at popularising this game of skill and providing a unique platform for players to learn this fascinating game, compete with other players online and enhance their skills through championships and

tournaments.

Says Sree Ram Somayajula, AVP – Marketing - Pokernation.com, “Playing online and ‘live’ against faceless but skilled opponents is an adrenaline pumping activity that never fades, as you get the opportunity to play against different people every single moment. Apart from its single minded focus on the sport of poker, what sets pokernation.com apart from other players in the market will be it’s emphasis on teaching the finer nuances of the game to beginners and amateurs alike and providing them with a platform to experience the game in all its varied colours”.

In India, Poker is gaining a cult status with more and more gamers being attracted to it for its sheer skill orientated pay-offs. The online poker community in India is growing at over 100% every year and there are atleast a million odd players frequenting sites such as zynga.com, bigadda.com, spartan.com, etc. Pokernation.com aims to address the need for this community and also enrol new players or amateurs into its fold.

The design, UI and playing experience of pokernation.com is themed on the grandeur of professional tournament play replete with an experience that will be markedly different and engrossing for every player. Hand analysis, game possibilities, winning probabilities, expert tutoring panels, tips & tricks of strategy and easy to navigate buttons will form the mainstay of the user experience.

Pokernation will offer everybody- male or female, young or old, expert or beginner – with equal opportunity to learn and practise the sport to their heart’s content and compete against each other to gauge their skills.

Some interesting insights came to fore in the pre launch market study conducted by Pokernation that clearly defined the need and set the path for marketing the platform in India. Through a multi-city ‘teach-learn-play’ model, the brand conducted free poker tournaments to study the enthusiasm and gauge the poker knowledge of the youth about this game and test their abilities at decision-making and skilful thinking. After interacting with over 5000 young adults from Mumbai to Delhi to Punjab to Indore, the brand had a reason to believe that a new narrative was steadily developing in India’s burgeoning e-gaming world. “We identified the need for teaching the sport as the primary task for ourselves. This and then giving people the opportunity to compete against each other in live tournaments and sharpen their skills will form the focus of our efforts in the coming few years”, adds GautamThawani, Business Head – PokerNation.com.

Pokernation.com is live from May 17, 2016. Login at [www.pokernation.com](http://www.pokernation.com) to experience this fascinating sport in all its glory.

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About PLAYWIN

Playwin is the lottery & gaming brand of Pan India Network Ltd., part of the 2.4 Billion Dollar Essel Group. Pan India Network Ltd. is in the business of providing infrastructure, data communication, marketing support and service to facilitate a secure online lottery network. Within a span of 13 years, Playwin has created 93 Crorepatis and over 4,500 lakhpati's. Playwin games are automated and legal, assuring each player of a fair playing ground. The hassle-free and transparent system is the

significant feature that distinguishes Playwin from the rest. Playwin lotto games can be played on various platforms including retail outlets, internet and as well as through the SMS platform.

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