



Monetization Strategies in the Indian Esports Ecosystem: Challenges and Opportunities

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ABSTRACT

The proliferation of electronic sports (esports) has catalyzed the transition of competitive gaming into a formidable sector within the global digital entertainment economy. This study investigates the primary monetization paradigms employed by esports organizations and professional athletes in India, critically evaluating the structural impediments that constrain revenue maximization relative to mature international markets. Employing a secondary qualitative methodology, this research synthesizes extant literature, encompassing industry reports, market analyses, and scholarly discourse pertaining to the regional esports ecosystem. Findings elucidate that despite a precipitous surge in market participation, facilitated by ubiquitous internet proliferation and widespread mobile gaming adoption, indigenous monetization frameworks remain nascent. Current revenue architectures exhibit a disproportionate reliance on sponsorships, advertising affiliations, and tournament prize allocations. Conversely, advanced revenue modalities, including broadcast media rights, merchandising, and franchised league systems, demonstrate significant underdevelopment. Furthermore, the financial viability of this sector is persistently undermined by infrastructural deficits, socio-cultural stigmatization of gaming as a vocation, and a dearth of robust institutional scaffolding. Notwithstanding these hurdles, this study concludes that the Indian esports paradigm possesses substantial latent potential, underpinned by an exponentially expanding demographic base, deepening digital penetration, and escalating capital interest from transnational stakeholders.

Keywords: Esports Ecosystem; Monetization Strategies; Indian Gaming Industry; Revenue Generation; Digital Entertainment Economy; Emerging Markets.

INTRODUCTION

The global esports industry has witnessed rapid expansion over the past decade, evolving from a niche segment of competitive gaming into a mainstream entertainment and business phenomenon. According to Newzoo, the global esports audience has grown consistently in recent years, reflecting the increasing popularity and accessibility of competitive gaming across regions. With a continuously expanding audience and rising media visibility, esports has attracted significant attention not only within the gaming community but also from industries such as automotive, apparel, and technology. Alongside audience growth, the industry has experienced substantial revenue expansion, driven by traditional streams such as sponsorships and media rights, as well as emerging models including digital goods, live streaming, and in-game monetization. Furthermore, structural developments such as league-based formats and localized events have opened new avenues for revenue generation, including ticketing, merchandise, and on-ground experiences. As the ecosystem continues to mature, it has become increasingly complex, with diverse regional markets, platforms, and game titles shaping unique industry dynamics. This evolution highlights esports as a rapidly developing global market, characterized by innovation, scalability, and significant commercial potential.

In contrast to more mature global markets, the esports ecosystem in India is still in a developing phase, yet it is experiencing rapid growth in both participation and viewership. Reports by FICCI indicate that India's online gaming and esports sectors have witnessed significant expansion in recent years, supported by increasing digital adoption and a growing user base. Driven by widespread internet penetration, the increasing affordability of



smartphones, and a large young population, esports in India has transitioned from a niche hobby into a widely recognized form of digital entertainment. Platforms such as streaming services and competitive gaming networks have significantly expanded accessibility, allowing players from diverse backgrounds to engage with esports both as participants and spectators. The emergence of organized tournaments, professional teams, and esports organizations has further contributed to the structuring of the industry, offering viable career pathways in gaming, content creation, and event management. Despite this growth, the Indian esports market continues to face challenges related to monetization, infrastructure, and industry maturity, indicating that while the ecosystem holds substantial potential, it remains in a transitional stage of development.

Despite its rapid growth and expanding audience base, the Indian esports ecosystem continues to face significant structural and economic challenges, particularly in terms of monetization and long-term sustainability. Industry reports, including those published by FICCI, highlight that while India's gaming sector is expanding rapidly, its revenue models and supporting ecosystem remain in a developing stage compared to more mature global markets. Revenue streams within the industry remain limited and inconsistent, with a heavy reliance on sponsorships and advertising that are still underdeveloped relative to established esports markets. Additionally, infrastructural constraints—including limited access to advanced gaming equipment, high costs associated with technology, and a lack of formal training systems, restrict the growth of both professional players and organizations. Societal perceptions have also historically hindered the industry, with gaming often viewed as a recreational activity rather than a viable career path, although this mindset is gradually shifting.

Furthermore, the dominance of international game titles and insufficient support for domestic developers highlight the need for a more localized and self-sustaining ecosystem. These challenges underscore the gap between the rapidly growing audience and the relatively underdeveloped business framework, raising critical questions regarding the effectiveness and sustainability of monetization strategies within the Indian esports industry.

This paper aims to analyze the existing monetization strategies within the Indian esports ecosystem, with a particular focus on how esports organizations and players generate revenue through streams such as sponsorships, streaming, tournament earnings, and content creation. It seeks to identify the key challenges that limit effective monetization, including infrastructural constraints, limited investment, and evolving market conditions. Furthermore, the study will compare the Indian esports ecosystem with more mature global markets to highlight structural differences and potential areas for growth. Through this analysis, the paper evaluates the sustainability and effectiveness of current revenue models within the industry. Accordingly, the central research question guiding this study is: How do esports organizations and players in India generate revenue, and what challenges limit monetization compared to global markets?

LITERATURE REVIEW

Global Esports Industry

According to Statista (2026) and industry reports the global e-sports industry has experienced considerable growth over the past decade, with its market size projected to reach approximately 6.2 billion U.S. dollars by 2030. This expansion reflects the increasing popularity of competitive gaming and its transition into a mainstream form of entertainment. However, recent trends indicate that revenue growth does not fully represent the underlying challenges faced by the industry. Since 2023, the e-sports ecosystem has encountered financial constraints, including reduced investments and declining sponsorship deals, which have impacted its overall economic stability.

E-sports revenues are generated through diverse streams such as sponsorships, advertising, media rights, publisher fees, ticketing, merchandise, and betting. Among these, sponsorship and advertising remain dominant sources, highlighting the industry's reliance on external funding rather than stable, internally generated income. Regionally, North America represents the largest market, with the United States contributing over 1.3 billion U.S. dollars in revenue as of 2026 and a rapidly growing user base. Similarly, East Asia—particularly China and South Korea—has emerged as a key hub for e-sports due to strong infrastructure, high digital adoption, and cultural acceptance of gaming.



The popularity of specific game genres has further driven industry growth. Multiplayer online battle arena (MOBA) titles such as League of Legends and Dota 2, along with shooter games like Valorant and Counter-Strike 2, dominate global viewership. Major tournaments attract millions of viewers and offer significant prize pools, enabling top players to pursue professional gaming as a viable career. However, the distribution of earnings remains uneven, with a notable gender disparity in player income.

Looking ahead, the inclusion of e-sports in global sporting initiatives indicates increasing institutional recognition. The decision by the International Olympic Committee to introduce the Olympic Esports Games, scheduled for 2027, reflects the growing legitimacy of the sector. Additionally, large-scale investments by countries such as Saudi Arabia are expected to further accelerate industry development.

Overall, while the global e-sports industry demonstrates strong growth potential, existing financial and structural challenges raise concerns about its long-term sustainability. These global trends provide important context for understanding the opportunities and limitations faced by emerging e-sports markets, including India.

The Indian Esports Market: Structure, Growth, and Key Drivers

The Indian esports market has emerged as a rapidly developing segment within the broader digital entertainment industry, driven by technological advancements, increasing internet penetration, and the widespread adoption of smartphones. The market was estimated to be valued at approximately USD 107 million in 2023 and is projected to grow steadily over the coming years (Ken Research, 2023). Key growth drivers include the expansion of high-speed internet infrastructure, the rise of gaming influencers, and the accessibility of mobile gaming, which has significantly broadened the user base.

India's esports ecosystem is characterized by a fragmented market structure, comprising multiple stakeholders such as tournament organizers, game publishers, and digital platforms. Prominent entities operating within this space include Nodwin Gaming, Nazara Technologies, Tencent Games, DreamHack, and Mobile Premier League, all of which contribute to the development and commercialization of esports in the country (Inc42, 2020). Strategic collaborations between domestic organizations and global game developers have further accelerated market growth. For instance, Nodwin Gaming's partnership with Krafton Inc. to organize esports tournaments highlights increasing investment and international involvement in the Indian esports ecosystem.

The expansion of internet connectivity has played a crucial role in driving esports adoption, with India surpassing 900 million internet users by 2024. This widespread access, combined with affordable data plans, has significantly increased participation in online gaming and esports activities (IAMAI & Kantar, 2025). Additionally, regional hubs such as Bangalore and Hyderabad have emerged as key centers for esports development due to their advanced technological infrastructure and high concentration of digitally engaged populations.

The Indian esports market can be further analyzed through its segmentation across platforms and game genres. In terms of platforms, mobile gaming dominates the market due to its affordability and accessibility, making it the primary entry point for a large segment of users. The proliferation of budget smartphones has reinforced this trend, positioning mobile esports as the leading segment within the industry. In contrast, PC and console gaming remain relatively niche due to higher costs and limited accessibility. From a genre perspective, popular categories include battle royale, multiplayer online battle arena (MOBA), and first-person shooter (FPS) games, reflecting global gaming trends.

Collaborations between Indian esports organizations and international developers further demonstrate the increasing integration of India into the global esports ecosystem. Partnerships such as those between Nodwin Gaming and Riot Games for the Valorant Conquerors Championship provide pathways for Indian players to participate in international tournaments, thereby enhancing the competitive landscape. Additionally, companies such as Nazara Technologies have reported consistent financial growth, indicating improving commercial viability within the sector.



Overall, the Indian esports market reflects strong growth potential supported by demographic advantages, technological accessibility, and increasing institutional participation. However, the fragmented nature of the market and its reliance on mobile gaming highlight structural characteristics that differentiate it from more mature global esports ecosystems.

Monetization Structures and Challenges in the Esports Ecosystem

The esports industry operates through a complex ecosystem involving multiple stakeholders, each contributing to and benefiting from various revenue streams. According to the India Esports Market Outlook to 2030 report (Ken Research, 2023), monetization within esports is distributed across several entities including game publishers, tournament organizers, esports teams, streaming platforms, sponsors, and media distributors. These stakeholders collectively generate revenue through mechanisms such as sponsorship agreements, advertising, media rights, ticket sales, merchandise, digital content, and in-game purchases.

Game publishers and developers represent one of the primary sources of monetization within the ecosystem, generating revenue through in-game purchases, downloadable content, licensing arrangements, and advertising integrations. Tournament organizers and esports platforms contribute through sponsorship packages, ticket sales for live events, and broadcasting rights for competitive tournaments. Similarly, esports teams and organizations generate income through brand sponsorships, merchandise sales, prize winnings, and content creation across streaming platforms. Media and streaming platforms further expand monetization opportunities through advertising-supported broadcasts, subscription models, and viewer-based contributions such as tipping and virtual gifting.

Despite the existence of these diverse revenue streams, several structural challenges continue to limit effective monetization within emerging esports markets such as India. Reports indicate that the industry remains heavily dependent on sponsorships, advertising, and tournament winnings, which creates instability in long-term revenue generation (IAMAI, 2023). Merchandise sales and content monetization channels remain comparatively underdeveloped, restricting the financial sustainability of many esports teams and players.

Infrastructure limitations also present a major constraint for the growth of esports in India. Reliable high-speed internet access, which is essential for competitive online gaming and live streaming, remains unevenly distributed across the country. Government data indicates that only a limited proportion of rural regions currently have consistent high-speed internet connectivity, highlighting a persistent digital divide that affects participation in competitive gaming environments. In addition, the increasing reliance on digital platforms for tournaments, streaming, and financial transactions has introduced cybersecurity risks within the ecosystem. Reports from the Indian Computer Emergency Response Team (CERT-In) indicate a rise in cybersecurity incidents related to online gaming platforms, raising concerns regarding data security and the integrity of esports competitions.

Overall, while the esports ecosystem provides multiple avenues for revenue generation, the Indian market continues to face structural limitations related to monetization models, infrastructure accessibility, and digital security. These challenges highlight the gap between the rapidly expanding esports audience and the relatively underdeveloped commercial framework supporting the industry.

METHODOLOGY

This research adopts a qualitative approach based on secondary data analysis. The study primarily relies on previously published industry reports, market analyses, and academic literature related to the global and Indian esports industries. Sources such as market research reports, industry publications, and statistical databases were reviewed to understand the structure, growth trends, and revenue models within the esports ecosystem.

The research focuses on analyzing existing literature regarding monetization strategies used by esports organizations, players, and platforms. Particular attention is given to sponsorship models, media rights, streaming platforms, advertising, and merchandise sales as key revenue streams within the industry.



In addition, a comparative approach is used to examine differences between established global esports markets and the emerging Indian esports ecosystem. By reviewing multiple industry reports and statistical sources, the study identifies key structural challenges affecting revenue generation and long-term sustainability in the Indian esports market.

Analysis Revenue Streams in Esports

The global esports industry generates revenue through a combination of digital media, sponsorship agreements, and structured competitive league models. A key turning point in the commercialization of esports occurred with the launch of the live-streaming platform Twitch in 2011, which significantly expanded the accessibility of competitive gaming content. Streaming platforms enabled audiences worldwide to watch tournaments and professional players in real time, contributing to rapid growth in viewership and engagement. According to market research by Newzoo, the global esports audience increased substantially from approximately 335 million viewers in 2017 to over 435 million by 2022, with projections estimating that the audience could surpass 570 million by 2024. This expanding audience base has played a crucial role in attracting commercial investment and creating multiple monetization opportunities within the esports ecosystem.

One of the most significant revenue sources in esports is sponsorship and brand partnerships. As the audience for competitive gaming expanded, major global brands increasingly recognized esports as a valuable marketing channel. Companies such as Coca-Cola, Nike, and BMW have entered the esports industry through sponsorship agreements, event partnerships, and team collaborations. These sponsorship deals provide financial support for tournament organizers, teams, and event infrastructure while allowing brands to access a young and digitally engaged audience. Industry reports indicate that billions of dollars have been invested in esports organizations, tournaments, and media platforms over the past decade, reflecting growing confidence in the industry's long-term commercial potential.

Another important monetization model is the **franchise-based league system**, implemented by major game publishers. For example, the developer Riot Games introduced a franchised structure for the League Championship Series, where organizations pay substantial franchise fees to secure a permanent place in the competition. In this model, teams reportedly paid approximately \$10 million for a league slot, while revenue generated from league activities is shared among teams, players, and the publisher. Revenue distribution within the league allocates 32.5% to teams, 35% to players, and 32.5% to the publisher. This franchising system provides greater financial stability for participating organizations while ensuring consistent income through sponsorships, media rights, and event-related revenue.

In addition to these models, other revenue streams include ticket sales from live tournaments, media broadcasting rights, merchandise sales, and digital content monetization through streaming platforms. Together, these revenue mechanisms demonstrate how the esports industry has evolved from informal competitive gaming communities into a structured global entertainment sector supported by diverse commercial partnerships and digital media infrastructure.

Challenges in the Indian Market

Despite the rapid expansion of esports participation and viewership in India, the industry continues to face several structural challenges that limit its ability to generate stable and sustainable revenue. One of the most significant issues is the **limited development of monetization channels**. According to reports by the Internet and Mobile Association of India, eSports revenue in India remains heavily dependent on sponsorships, advertising, and tournament prize pools, with comparatively limited income from merchandise sales, media rights, or subscription-based content. This narrow revenue structure makes esports organizations financially vulnerable and restricts long-term investment within the industry.

Another major constraint is **infrastructure limitations and the digital divide**. Competitive esports requires high-speed internet connectivity and access to advanced gaming hardware such as gaming PCs, graphics cards, and consoles. However, high taxation on gaming hardware has historically increased the cost of such equipment in India, making it less accessible for many players. Furthermore, reports from the Ministry of Communications



indicate that only a limited proportion of rural areas currently have access to reliable high-speed internet, which restricts the participation of players from smaller cities and rural regions in competitive online gaming environments.

Social perception and lack of industry awareness have also historically slowed the development of the esports ecosystem. For many years, gaming in India was widely viewed as a recreational hobby rather than a legitimate professional career. As a result, there has been limited institutional support, including a lack of formal educational programs related to game development and esports management. Although attitudes are gradually shifting due to the increasing visibility of professional players, streamers, and tournaments, societal skepticism toward gaming careers continues to influence investment and participation within the industry.

Finally, **regulatory and institutional challenges** remain significant barriers to growth. Compared to several international markets, esports in India has received relatively limited government involvement and formal recognition. While private organizations and brands have supported esports tournaments and partnerships, the absence of consistent policy frameworks or large-scale public investment has slowed the establishment of stable competitive leagues and infrastructure. Without stronger collaboration between government institutions, industry stakeholders, and technology providers, the Indian esports ecosystem may continue to face difficulties in achieving sustainable commercial growth.

Comparison with Global Markets

When compared with more developed esports markets such as North America, Europe, and East Asia, the Indian esports ecosystem remains significantly smaller in terms of revenue generation and commercial maturity. According to market projections by Statista, the Indian esports market is expected to generate approximately **\$139.3 million in revenue in 2025**, with forecasts suggesting growth to around **\$174.4 million by 2029**. Despite this growth, India's market size remains considerably lower than that of global leaders such as the United States, where esports revenues are projected to exceed **\$1.2 billion** during the same period. This disparity highlights the relatively early stage of monetization within the Indian esports ecosystem.

Another key difference between India and global esports markets lies in **revenue efficiency and consumer spending behavior**. In India, the average revenue per esports user is estimated to be approximately **\$1.06**, reflecting relatively low levels of direct consumer spending on esports-related products and services. In contrast, esports audiences in developed markets typically generate significantly higher revenue through ticket purchases, merchandise, media subscriptions, and in-game spending. As a result, while India possesses a rapidly expanding user base, the financial returns generated from each user remain comparatively limited.

The structure of esports consumption also differs substantially between India and more mature markets. Global eSports ecosystems are largely driven by **PC and console-based competitive titles**, including games such as League of Legends and Dota 2, which support large franchised leagues, media rights deals, and substantial tournament prize pools. In contrast, the Indian esports scene is heavily dominated by **mobile-based titles**, particularly games such as Battlegrounds Mobile India and Garena Free Fire. While mobile esports has enabled widespread accessibility and rapid audience growth, it generally produces lower monetization levels compared to PC-based esports ecosystems that benefit from stronger sponsorships, merchandising, and broadcasting revenues.

Furthermore, global esports markets benefit from **well-established league systems, institutional investment, and consistent publisher support**, which contribute to stable revenue generation for teams and tournament organizers. In India, although participation and viewership have increased significantly, the ecosystem remains in a developing stage with fewer franchised leagues and limited media rights deals. Consequently, esports organizations in India often rely heavily on sponsorships and advertising as primary revenue sources rather than diversified income streams seen in global markets.

Overall, the comparison indicates that while India possesses one of the fastest-growing esports audiences in the world, the industry continues to lag behind leading global markets in terms of monetization efficiency, infrastructure development, and commercial maturity.



This comparison highlights the central research problem: although India has a rapidly expanding esports audience, structural and economic limitations continue to restrict the industry's monetization potential compared to established global markets.

DISCUSSION

The findings of this study highlight the evolving yet uneven development of the esports industry in India. While the sector has experienced substantial growth in participation and viewership, the mechanisms through which revenue is generated remain relatively limited compared to global esports markets. The analysis demonstrates that Indian esports organizations primarily rely on sponsorships, advertising partnerships, and tournament prize pools as their main sources of income. In contrast, more mature esports ecosystems generate revenue from a broader range of channels, including media broadcasting rights, franchised league structures, merchandising, and large-scale event ticket sales.

A key issue identified in the analysis is the gap between India's rapidly expanding esports audience and the relatively low level of monetization per user. Despite having millions of viewers and players, consumer spending on esports-related products and services remains comparatively low. This limits the financial sustainability of esports organizations and creates a heavy dependence on external sponsorship funding. Additionally, infrastructural limitations, such as uneven internet access and the high cost of advanced gaming equipment, restrict the development of a highly competitive professional ecosystem.

Social and institutional factors also influence the monetization potential of esports in India. Historically, gaming has been perceived largely as a recreational activity rather than a professional career path, which has affected investment, institutional support, and educational opportunities within the sector. Although this perception is gradually changing as esports gains greater visibility, the absence of extensive government involvement and structured league systems continues to slow the industry's development.

To realize this potential, industry stakeholders must adapt to emerging technological and economic catalysts that are reshaping digital consumption in India. The rapid densification of 5G networks and the gradual introduction of cloud gaming platforms offer viable solutions to the historical hardware constraints that have hindered the transition from casual mobile gaming to high-fidelity competitive environments. Furthermore, the ubiquitous adoption of robust digital payment infrastructures, notably the Unified Payments Interface (UPI), is unlocking new avenues for microtransaction economies. By facilitating high-volume, low-friction in-app purchases and subscription-based frameworks, the ecosystem can begin to pivot away from an over-reliance on corporate sponsorships and cultivate direct, scalable consumer revenue streams.

Equally critical to the industry's maturation is navigating the evolving regulatory and cultural landscape. Recent legislative frameworks have systematically decoupled structured, skill-based esports from the heavily scrutinized real-money gaming sector, thereby providing the statutory clarity required to attract institutional capital and international tournament operators. Concurrent with this regulatory formalization is a strategic shift toward hyper-localized, creator-led competitive models. Broadcasting tournaments in vernacular languages and integrating community-driven content allow organizations to deeply penetrate Tier-2 and Tier-3 markets. By aligning structural compliance with culturally resonant engagement strategies, the Indian esports ecosystem is well-positioned to overcome its foundational monetization challenges and establish a sustainable, globally competitive architecture.

Nevertheless, the future prospects of the Indian esports industry remain promising. With a large young population, increasing smartphone penetration, and expanding internet connectivity, the potential audience for esports continues to grow. If supported by stronger infrastructure, diversified revenue models, and greater institutional recognition, India could emerge as a significant player within the global esports market.

RECOMMENDATIONS AND FUTURE DIRECTION

To cultivate a financially viable and sustainable esports ecosystem in India, this study proposes four strategic imperatives:



1. **Revenue Diversification:** Organizations must pivot from an over-reliance on sponsorships and advertising toward sustainable, diversified architectures. Prioritizing localized media broadcasting rights, targeted merchandising, and UPI-enabled subscription or microtransaction models will stabilize cash flow for tournament organizers and franchises.
2. **Infrastructure Parity:** Expanding 5G accessibility and subsidizing gaming hardware in Tier-2 and Tier-3 cities is critical. Democratizing technological access will lower entry barriers, enabling the scalable discovery and development of grassroots professional talent.
3. **Institutional and Regulatory Scaffolding:** Industry stakeholders must leverage recent policy clarity to forge public-private partnerships. Government-backed investments in dedicated esports arenas and structured collegiate leagues will incentivize foreign direct investment and formalize the sector.
4. **Academic Integration:** To dismantle socio-cultural stigmas surrounding gaming vocations, academic institutions must introduce specialized degree programs in esports management, digital broadcasting, and game design, thereby establishing credible, structured career pathways.

As the Indian esports landscape transitions from a nascent stage into a formalized digital industry, future academic inquiries should address the following trajectories:

1. **Navigating the 2026 Regulatory Paradigm:** With the May 2026 enactment of the Promotion and Regulation of Online Gaming Rules, which strictly prohibited "online money games" while establishing a statutory registration regime for legitimate esports under the Online Gaming Authority of India (OGAI), future studies must examine how organizations adapt their compliance frameworks and monetization models to this definitive legal split.
2. **Micro-Monetization and UPI Integration:** Research should explore the efficacy of hybrid monetization models (e.g., localized battle passes and cosmetic purchases) facilitated by India's ubiquitous Unified Payments Interface (UPI) infrastructure, particularly evaluating consumer spending behaviors in non-metropolitan regions.
3. **The Impact of Creator-Led Esports Ecosystems:** The intersection of influencer culture and competitive gaming is reshaping audience acquisition. Future studies must quantify the impact of "creator-led" tournaments on grassroots talent discovery, audience retention, and brand ROI compared to traditional franchised league models.
4. **Vernacular Content and Market Penetration:** Investigating the role of hyper-localized broadcasting and regional-language streaming in converting casual mobile gamers into dedicated, monetizable esports consumers remains a critical gap in the current literature.

CONCLUSION

This study examined the monetization strategies used by esports organizations and players in India while analyzing the structural challenges that limit revenue generation compared to global markets. The findings indicate that although the Indian esports ecosystem has experienced rapid growth in participation, viewership, and digital engagement, its monetization mechanisms remain relatively underdeveloped. Revenue generation in India is largely dependent on sponsorships, advertising partnerships, and tournament prize pools, while other income sources such as media rights, merchandise sales, and franchised league systems are less prominent compared to mature esports markets.

The analysis also highlights several structural challenges affecting the industry's financial sustainability, including infrastructural limitations, limited consumer spending, social perceptions surrounding gaming careers, and the absence of extensive institutional support. These factors contribute to a gap between India's large esports audience and the relatively modest revenue generated by the industry.



Despite these challenges, the long-term prospects for the Indian esports market remain promising. With increasing internet penetration, widespread smartphone adoption, and a large young population, India possesses significant potential to become an important participant in the global esports industry if supported by improved infrastructure, diversified monetization strategies, and stronger institutional recognition.

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