

Press Clipping

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Zapak launches segment for kids

Zapak.com, the gaming portal from Reliance ADAG, has launched a gaming segment on its site targeted at children, titled Zapak Kids. Rohit Sharma, COO, Zapak.com said since kids comprise about 25% of the total users, they are the core focus area. The portal has also forayed into merchandising by tying up with Big-B starrer *Bhoothnath*. Zapak Kids has created 'Bhoothnath Game Pack Series' that would be available through Zapak Cards network.