

2 December 2008

By: Andrei Dobra, Games Editor



The PS3 still has a long road to go in India  
Wikipedia

## [Sony India Boss Talks About Sales in the Country](#)

### *The PlayStation doesn't look so good*

India is definitely one of the Asian nations which have the potential of a remarkable growth in a lot of fields. One of them is the gaming market, as small developers are appearing everywhere in the country and are producing some very interesting titles, which, sadly, are available only on the local market, as most of the studios don't have enough money and resources to launch them abroad.

But things are beginning to change, as [Sony](#) and other high profile gaming companies are starting to invest in this country. The Japanese firm was one of the first big names to establish a local branch in India and is currently promoting quite a lot of local products onto its platforms, like the PlayStation 2, the PSP or the PS3.

The head of the branch, Atindriya Bose, talked with RegalGamer about the sales the company registered in the country. He went on to say that sales of PS2 and PSP units were very good, but, sadly, because of the expensive price, people buy PS3s from the gray market, and not from stores.

"The PS2 and PSP sales are healthy. The PS3 still has to pick up. While most people buy genuine PS2s and PSPs, they tend to buy PS3s from the gray market due to the heavy price. [The game development industry] has a lot of potential. The potential value of outsourced game development Industry is around \$10 million per annum. The problem here is that there are no independent game developers," said Bose.

Then, he tackled the fact that the launch of the PlayStation Network hadn't taken place in [India](#). He motivated this decision based on the fact that the country doesn't have the required infrastructure in order to download big games through the Internet. When asked if the recent launch of the Nintendo DS in India had an effect on the PSP, he said that sales hadn't been affected.

This is good news, as Sony has a pretty big presence in India, fact which will certainly gain the Japanese company a lot of loyal fans in the time to come.