

# **PUBG promoter speaks with Airtel to bring back PUBG Mobile to India**

Chinese gaming app PUBG Mobile has revealed that they are talking to telecom essential Bharti Airtel to bring the popular and demand multiplayer game back on the mobile screens of its Indian fans. The central government of India had banned 59 more apps including PUBG, in addition to 165 mobile applications banned on two occasions in advance, for security concerns in September 2020.

As per rumors, PUBG Corporation, the parent company of PUBG Mobile, has started a starting conversation with Airtel for handing over administer rights for the Indian market. It has been interviewing applicants with experience of under 4 to 6 years,” the publication reported.

PUBG Corporation is a subordinate of Bluehole Games, the South Korean company that evolved PUBG. The South Korean company was before in conversation with Mukesh Ambani-led Reliance Industries’ Jio Platforms, which, according to the publication, have been shelved for good.

The ban forced by the Indian government has badly affected PUBG Mobile’s global growth. The global downloads of PUBG Mobile declined by 26% in September, after the PUBG ban in India. Once the top put up to app charts, PUBG Mobile has flown lower in the position ladder.

If the deal comes through, it will help PUBG get hold of one of its huge markets, and easier Airtel’s entry into the online gaming market in India.

Following its ban in India, PUBG Corp declared that Tencent Games would no longer hold its India franchise. PUBG

Corporation is the publisher and developer of the 2017 winner battle royale video game, PLAYERUNKNOWN'S BATTLEGROUNDS (PUBG), on multiple platforms. This led to the theory that PUBG Mobile will soon be unbanned in India.

PUBG Mobile and PUBG Mobile Lite are blooming by the Chinese company (Tencent Games) and it's the mobile versions of the game that are forbidden by the government.