

Zupee takes centre stage at STANFEST 2024 with Ludo Supreme Multi-Table Tournament



Dais World | 29/11/2024 05:50 PM

Zupee, India's leading skill-based casual gaming platform, proudly partnered as the Title Sponsor for **STANFEST 2024**, which brought together a dynamic confluence of **250+ top content creators** and **30,000 enthusiastic fans**, with a phenomenal digital reach of over **500 million**.

The event was a celebration of creativity, fandom, and gaming, with Zupee's electrifying **Ludo Supreme Multi-Table Tournament** standing out as a key highlight. The three-round competition featured 16 participants, including renowned creators like **Ashish Chanchlani**, **Fukra Insaan**, **Team R2H**, and **Mortal**, along with selected audience members who had the unique chance to compete alongside their idols.

Speaking on the collaboration, **Zupee's spokesperson**, said, "We were really excited to see the strong participation in our Ludo Supreme Multi-Table Tournament at STANFEST 2024, which truly brought together India's vibrant creator community and gaming enthusiasts. At Zupee, we are committed to creating immersive, skill-based gaming experiences that inspire connections and celebrate talent. We will continue to forge key partnerships that takes the gaming industry forward and contributes to strengthening gaming ecosystem in India."

The tournament commenced with four pools of four players each, battling it out for the coveted Semi-Final spots. While fan favourites like Ashish Chanchlani and Mortal faced elimination in the pool stage, Fukra Insaan emerged victorious but graciously passed his win to another player, embodying the spirit of camaraderie.

In the Semi-Finals, eight players competed across two pools, narrowing down the competition to four exceptional finalists. The ultimate showdown crowned the champion, due to his exceptional strategic skills in a nail-biting final match.

Beyond the gaming action, Zupee ensured an interactive and engaging experience for the audience. The Emcee hosted live quizzes and rewarded participants with Zupee-branded sippers for their enthusiastic responses. Adding to the excitement, five participants were awarded premium smartphones for their impressive performances.

Zupee's innovative Ludo Supreme Multi-Table Tournament format at STANFEST 2024 not only showcased the strategic depth of casual gaming but also demonstrated the company's commitment to redefining how India experiences games, fostering inclusivity and fun at every level.

About Zupee

Zupee is the largest skill-based ludo platform in India. Zupee offers 'games of skill' in which a player's skill, knowledge, attention, experience and capabilities are crucial to success. Zupee's product portfolio of skill-based board games is redefining the online real-money gaming ecosystem by providing meaningful entertainment and bringing moments of joy. Zupee seeks to offer a learning-driven gaming ecosystem in the country. Founded by IIT Kanpur graduates, Dilsher Singh Malhi and Siddhant Saurabh in 2018, Zupee is backed by marquee investors such as WestCap Group, Tomales Bay Capital, Nepean Capital, AJ Capital, Matrix Partners India, & Orios Venture Partners. Recently, Zupee was also recognised and applauded as the 'Future Ready Organisation'.

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