

Poornima Seetharaman
Co-founder & CEO

NammaLore Entertainment
Socio-Cultural Impact through Gaming, AR & VR
www.nammalore.com

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Poornima is the co-founder at **NammaLore** Entertainment.

Poornima's interest in games guided her to the gaming industry, where she has worked for some of the best in the business since 2006, including Indiagames (Disney India), Jumpstart, GSN, etc. She took her passion forward by setting up her own game development venture, Pinaka Interactive. She was one of the founding members of the Special Interest Group on Women In Games with the India Gaming Forum (formerly, NASSCOM Gaming Forum). Poornima is also visiting faculty, project consultant and curriculum committee member at the National Institute of Design.

She has worked across a wide variety of genres, including casual games, free to play games, FPS, RPG, MMO, social casino and augmented reality. Apart from this, she has helped push the Indian gaming industry forward. She has curated, judged and spoken at various design festivals and conferences.

Poornima believes in using the power of gaming to create a meaningful and impactful change in thinking. Through NammaLore, she hopes to revive interest in Indian traditions and mythologies, and reimagine them to create a unique visual language for the Indian gaming industry.