

India Goes META: Brinc and The Sandbox come together to create Bharatbox, India's next big cultural Metaverse

- Brinc is a leader in global venture acceleration, operating 18 multidisciplinary accelerator programs in seven countries.
- The Sandbox offers players and creators a decentralised and intuitive platform to create immersive 3D worlds and game experiences and to store, trade, and monetise creations safely.
- The Sandbox, in a joint venture with Brinc, launched Bharatbox, a cultural metaverse hub featuring high-profile artists and brands from India.
- IEG – Investment Banking Group acted as an exclusive advisor to Bharatbox for the above transaction.

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A joint venture between The Sandbox and Brinc unveiled Bharatbox, a new cultural hub which will feature key partners from India's entertainment, art, and sports sectors, including Bollywood. Bharatbox have joined The Sandbox's virtual real estate by acquiring LAND NFTs in the open metaverse. The Sandbox which has over 400 partners, including Warner Music Group, Gucci Vault, The Walking Dead, Invincible, Snoop Dogg, Adidas, Steve Aoki, The Smurfs, Care Bears, and Atari, is enabling players to create their own immersive experiences. Bharatbox's principal partner is Heftyverse, India's entertainment NFT marketplace. Multiple high-profile brands and artists will come together to engage with fans through new immersive experiences in The Sandbox dedicated to celebrating Indian art, culture, entertainment, and sports. Brinc will create the experiences and also provide IPs and brands via its extensive partner network in India, as well as building the games alongside Web3 developers. Considering their business models collectively, they will focus on both B2B and B2C partnerships.

Mihir Kapoor, Managing Partner of IEG India, says, "Bharatbox is a promising joint venture with a robust business model and an execution team which is paramount in promoting the cultural hub landscape. With a booming entertainment NFT marketplace in India, we feel this sector is ripe for exponential growth over the next few years."

IEG - Investment Banking Group acted as the exclusive financial advisor to Bharatbox a joint venture of Brinc and The Sandbox.

#### About IEG - Investment Banking Group

IEG – Investment Banking Group is a leading, global technology investment banking boutique focused on Mergers & Acquisitions, Financings and Principal Investments. Locally present in key international growth regions and emerging markets, IEG – Investment Banking Group is a unique, influential, and entrepreneurial partner for growth companies and larger international corporates. Founded in 1999, IEG has completed more than 200 successful transactions to date with approximately 80 technology investment bankers around the globe. For further information about IEG – Investment Banking Group, please refer to [www.ieg-banking.com](http://www.ieg-banking.com).

#### About Brinc

Brinc is a leader in global venture acceleration, operating 18 multidisciplinary accelerator programs in seven countries. Brinc accelerates startups focused on Internet of Things (IoT), blockchain technology, artificial intelligence, connected hardware, drones, robotics, clean energy and food technology, all within a sustainability mandate.

#### About The SandBox

The Sandbox, a subsidiary of Animoca Brands, offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. The Sandbox IP has more than 40 million global installs on mobile.

### [About Animoca Brands](#)

Animoca Brands, is a leader in digital entertainment, blockchain, and gamification that is working to advance digital property rights and contribute to the establishment of the open metaverse.

### [About Heftyverse](#)

Heftyverse is a metaverse initiative of Hefty Entertainment Inc., bringing content across Bollywood, independent, talent, celebrities and brands to consumers as Entertainment 3.0. It is a virtual world that aims to provide users with an immersive, interactive and entertaining experience.