

EXPLORING THE WORLD OF GAMES

ELEVATING EVENTS

Immersive gaming experiences engineered for brands, venues, and celebrations across Bengaluru.

Who We Are

Founded in 2014 under Hex Entertainment LLP, The Grid has grown into Bengaluru’s leading name in immersive entertainment. Our venues and on-demand deployments bring state-of-the-art gaming to individuals, families, and corporate teams looking for more than the ordinary night out.

A decade in, our formats keep evolving — new titles, new hardware, new formats — but the goal hasn’t changed: make the thrill of gaming impossible to forget.

Core focus — Permanent venues & on-demand gaming deployments



- 2014**
Blue Mustache is founded under Hex Entertainment LLP.
- 2019**
Rebrands to The Grid; first outlet opens in Koramangala, Bengaluru.
- 2022**
Second outlet opens in New BEL Road, Bengaluru.
- 2025**
Third outlet opens in Kalyan Nagar, Bengaluru.
- 2027**
Fourth outlet in planning.

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Gaming is the only medium where the audience isn't a spectator — they're the architect of the story.

It's a bridge between reality and the extraordinary: a way to step into a life you haven't lived, and visit a place that exists on no map.

— THE GRID

What We Do



01

Plan

We work with you to shape the content, format, and footprint of every experience — before a single cable is run.

SCOPED TO YOUR BRIEF



02

Deploy

Our operations team has the venue fully ready, on time, every time — so you never have to think about logistics.

FULL SETUP & TEARDOWN



03

Engage

Our operators turn every player into a repeat customer, and every event into a referral.

TRAINED, ON-SITE OPERATORS

Onsite Deployments



Product Launches

Gaming zones built around your brand identity, engineered for buzz.



Conferences

Interactive breaks that re-energize a room between sessions.



Bachelor/Bachelorette

High-energy group play built for a send-off nobody forgets.



Carnivals

Scalable entertainment zones sized for large public crowds.



Trade Shows & Expos

The booth people can't walk past — built to drive footfall and dwell time.



Birthday Parties

Custom setups for every age group, from casual fun to full competitive mode.



Hotels & Resorts

Weekend pop-ups that turn a stay into an experience worth posting about.



Shopping Malls

Experience hubs that keep shoppers on-site longer and bring them back.

Onsite Virtual Reality



Boxing

Full-body sparring against a virtual opponent — no gloves required.



Shooting

Precision target play that draws a crowd at any booth.



Music & Rhythm

Beat-driven gameplay that gets spectators moving too.



Casual

Easy pick-up-and-play titles for walk-up guests of any skill level.



VR Cricket

The world's most-played cricket simulator, built for quick turnarounds.



Thrill Rides

Motion-based rides that deliver the adrenaline without the queue.

Beyond VR



Rifle Shooting

A calmer, precision-focused format — great for mixed-age crowds.



PlayStation

The console classics your guests already know and want.



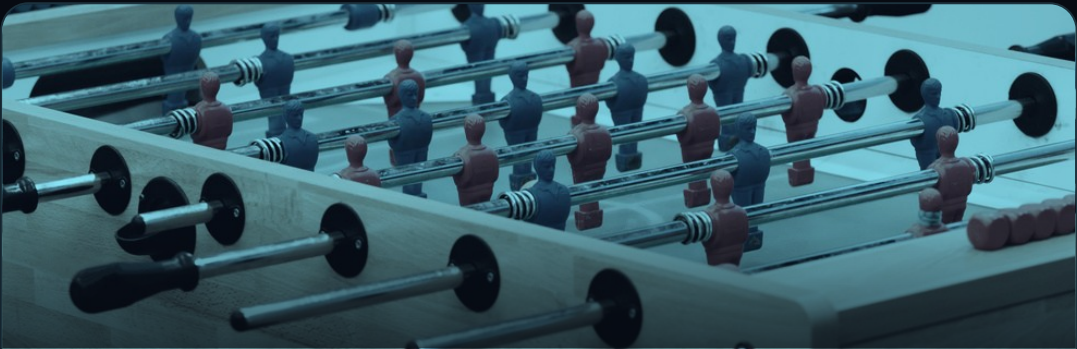
Racing

Full-motion racing rigs for a genuine grip-the-wheel thrill.



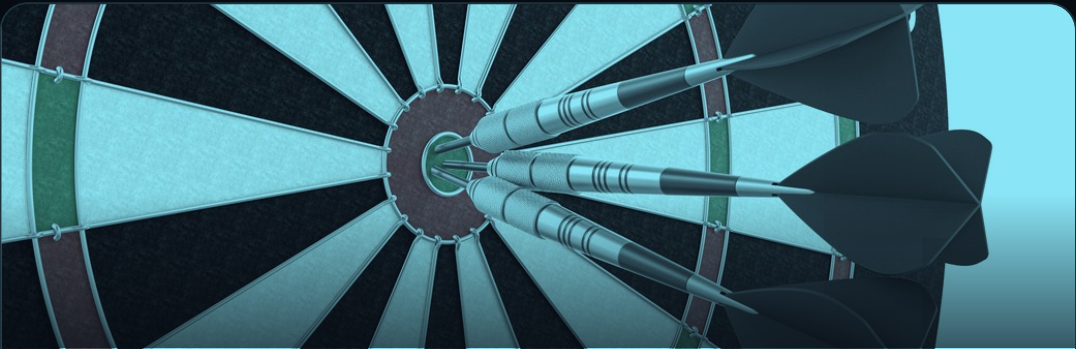
Mini Golf

A relaxed, social format that keeps guests circulating.



Foosball

A tournament-ready classic for corporate breakout zones.



Darts

Low-footprint, high-engagement — perfect for tight venues.

...and more, built to brief.

In-Store Games



Bowling



Laser Tag



VR Simulation



VR Games



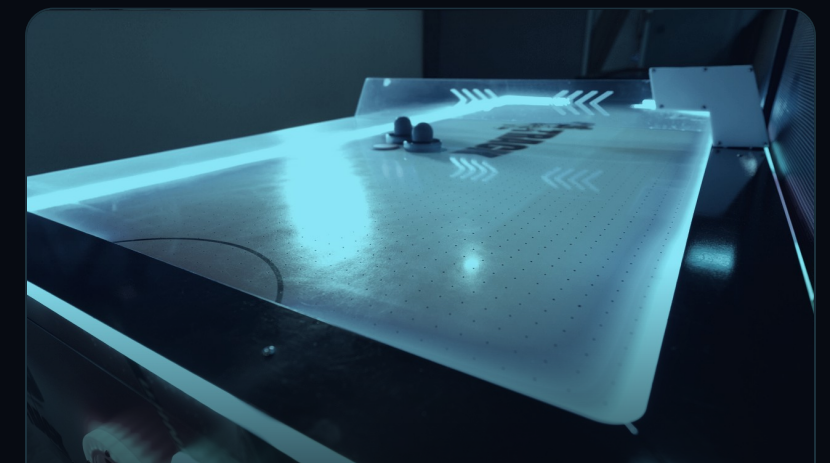
VR Cricket



Pixel Light



Shooting



Air Hockey

Revenue Models



WHOLESALE

Set Your Own Margin

Book our deployment or in-store packages at partner pricing, then add your own markup when you quote clients.

- ✓ Partner pricing on every deployment and in-store package
- ✓ You set the client-facing quote and control the markup
- ✓ Full planning & on-site support included, same as direct clients

Best for: agencies & planners who want pricing control



REFERRAL

Hands-Off Commission

Introduce your client to The Grid. If they book with us, you earn a flat 15% commission — no operational lift required.

- ✓ Zero operational involvement — we run the event end to end
- ✓ Flat 15% commission on total booked revenue
- ✓ Paid out on completion, tracked against your referral

Best for: partners who want revenue without the workload

Why Choose Us



Figures reflect The Grid's internal records as of 2026, across all three Bengaluru venues.

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A decade of operating immersive venues across Bengaluru — from birthday parties to enterprise activations — is what backs every number above.



— 08 — CUSTOM WORK

Got a Concept in Mind?

If you can describe it, we can probably build it. Bring us the idea and we'll scope exactly what it takes to make it real.



— LET'S TALK

Let's Build Something Worth Remembering

We'd like to explore what a partnership with The Grid could look like, and map out the next step together.



GET IN TOUCH

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