



The Rummy Federation



The Rummy Federation Awards TRF Dynamic Seal to Online Rummy operators in India

In an industry-first initiative, the seal was awarded to India's leading online rummy operators for ensuing responsible, secure and fair experience for players.

New Delhi, 12th December 2019: In an important step towards regulating the Indian online rummy industry, The Rummy Federation (TRF) - a not-for-profit self-regulatory body to guide and support the online rummy industry in the country, awarded the TRF Dynamic Seal to India's select online rummy operators. This latest initiative by TRF aims to provide a responsible, safe and fair gameplay experience protecting the interests of players.

In an industry-first effort, TRF presented accreditation seals to four online rummy operators (Ace2three, Junglee Rummy, RummyCircle and Rummy Passion) in India in the capital today. The seal was presented by Mr. Sameer Barde, CEO, The Rummy Federation to industry leaders - **Mr. Deepak Gullapalli, Founder and CEO, Head Infotech (Ace2three), Mr. Rahul Bhardwaj, Co-Founder, Junglee Games (Junglee Rummy), Mr. Bobby Garg, Co-Founder and CEO, Passion Gaming (Rummy Passion) and Mr. Trivikraman Thampy, CEO and Co-founder of Play Games24X7 (RummyCircle).** The seal is a sign of assurance on compliance of the operators to the TRF code of conduct which has been put in place to protect the interests of players.

The TRF Dynamic Seal is a digital certificate granted to operators that are able to comply with the stringent guidelines put forward by The Rummy Federation in the form of their code of conduct. The seal is presented to the operator after a rigorous audit procedure conducted by a big 4 audit firm conducting an independent third-party audit, which evaluates them based on multiple predefined factors. The Code of Conduct focuses on multiple areas of the operations and has stringent requirements to ensure secure, responsible and fair gaming experience for players. Some of the key requirements are

- No underage players
- Recognizing and assisting vulnerable players
- Responsible gaming requirements including daily and monthly playing limits, ability to self-exclude etc.
- SSL encryption
- Mandatory Random Number Generation certification
- Strict timelines for withdrawal requests

The TRF Seal can be suspended and/or cancelled in case of any non-compliance on an ongoing basis.



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Announcing the launch and presentation of the TRF Dynamic Seal, **Mr Sameer Barde, CEO, The Rummy Federation**, said, *“Online Rummy is a rapidly growing industry with new players joining every day and several emerging operators. With the growing number of players and operators, the online rummy ecosystem has become quite robust, while also creating the need for regulation to safeguard the players and ensure responsible, secure and fair environment for them. The TRF seal symbolizes compliance to the strict code of conduct set in place for operators to protect the players from any unwanted outcome and an assurance to players so they can put their minds at ease and enjoy the game.”*

The online rummy industry in India is rapidly growing and currently caters to over 5.5cr players from across the Country. The Industry is currently valued at around Rs. 2200cr and is growing at 34%CAGR.

About The Rummy Federation (TRF)

TRF, an independent industry body, aims to facilitate online skill gaming and rummy operators to adopt a common set of standards with the goal of building a self-regulatory framework that helps to protect player interests. TRF is supported by majority of online rummy operators - our existing members represent >95% of the total market in terms of revenues.

Almost 70% of online gaming revenues in India today are generated by the skill gaming industry with online rummy generating close to 40% of all online gaming revenues in India. Online Rummy, having been held to be a game of skill by the supreme court of India, has grown exponentially and is enjoying nationwide popularity as a card game (that includes free games). At present, the online skill gaming segment is significantly large with more than 30 gaming operators and 70 million+ online users across India.

Considering player protection as our priority, TRF is running the compliance process to certify and grant TRF Seal to member rummy operators as part of the self-regulatory program. TRF Seal is a mark of trust and safety which will be awarded to member operators/ companies who follow and comply with the TRF Code of Conduct. The Code covers all aspects of responsible gameplay and player protection to ensure fair play and positive gameplay experience.