



The Online Rummy Federation (TORF) Launches #TORFHaiTohSaferHai Campaign To Promote Responsible Play

TORF aims to encourage, develop, facilitate and support the online rummy operators to adopt a common set of standards and practices to build a self-regulatory framework that will lead to a fair and secure experience for the player and ensure that they can play responsibly.

India, February 15, 2021: The Online Rummy Federation (TORF), the self-regulatory body for the online rummy industry in the country, has unveiled its brand campaign #TORFHaiTohSaferHai with the launch of TVCs in Karnataka, Kerala and Maharashtra. TORF has created a Code of Conduct for online rummy operators with the objective of providing fair, secure, and responsible entertainment to online rummy players across the country. In an unprecedented initiative, these TVCs take this initiative directly to the players to educate them about the tools provided to them by TORF certified operators to play responsibly.

TORF will showcase the campaign across TV, print, and digital platforms.

Founded in 2017, TORF is a not-for-profit society established under the Societies Registration Act to guide and support the online rummy industry in providing sustainable and healthy entertainment to players across India. It represents more than 80% of the online Rummy players and counts 4 of the top 5 online rummy operators as its members.

Commenting on the campaign and the need to regulate Online Rummy in India, Sameer Barde, CEO, TORF, said: *"Online Rummy is amongst the fastest-growing skill games in India. Today, 100 million Indians play online Rummy as a preferred form of entertainment. Our new campaign highlights the true spirit of the game and encourages Online Rummy lovers to play with a sense of responsibility. At TORF, we have worked with global gaming regulatory experts from the US and Europe to design transparent, professional, and ethical operating standards for the online Rummy industry called the 'Code of Conduct'. We would urge the central and state governments in India to regulate Online Rummy and arrive at a balanced regulatory regime that protects the interests of the operators and the players and meets the government's objectives. Regulating the industry will help remove unscrupulous Online Rummy providers from the market, thereby generating over Rs. 1,800-2,000 crores in direct and indirect taxes annually for the government by 2025, and create tens of thousands of jobs through direct and indirect employment."*

Responsible Play refers to protecting players by allowing them to minimize or stop indulging in gameplay beyond their means or for excessive periods. TORF certified online rummy platforms are offering responsible play features to the players.

To play responsibly, TORF encourages Online Rummy players to:

1. Fix and control their daily and monthly **deposit limit**.



2. **Self-exclude and stop** themselves from playing if they feel stressed.
3. Check and limit their **playtime**.
4. Identify and reduce the risks by keeping **reality checks**.
5. **Play for entertainment**, and not as a way of making money.
6. **Keep a balance** between their game time and other activities.
7. Avoid trying and winning it back, should they lose a game.

To assess any risky behavior while playing, TORF also offers a **self-assessment test**: <https://torf.org.in/assessment.html>.

TORF encourages its members to conform to a detailed Code of Conduct specifically designed for online rummy platforms. The operators are audited on a regular basis and get TORF Certification only if they comply with TORF's Code. Key requirements in the Code require operators to enable several best practice, SOPs and technology that results in assisting vulnerable players, prevention of underage players, data protection, a secure online environment, ethical and responsible marketing, and tools to help players play responsibly.

About The Online Rummy Federation (TORF)

TORF is the first voluntarily incorporated self-regulatory body in the Indian online gaming sector with the sole objective to ensure that rummy players across India enjoy online Rummy in a safe and responsible manner. No other gaming companies across the world, in regulated or semi-regulated markets, have undertaken such a voluntary initiative for user protection and safety.

KEY TORF INITIATIVES

- As a part of its self-regulatory initiatives, which started in the year 2018, TORF has ensured that rummy operators adhere to rigorous operating standards which have been prepared by internal gaming experts in line with various existing global (EU and UK) regulatory frameworks and are called TORF Code of Conduct "the Code".
- TORF ensures that regular audit and compliance are done so as to certify and grant TORF Seal to qualifying member rummy operators against the Code. TORF ensures that rigorous audit measures and processes are followed, which are performed by an independent third-party auditor (one of the big4 audit firms).
- TORF Code covers many important aspects for ensuring player protection and encouraging responsible playing practices. Key areas include
 - Guidelines on KYC verification
 - Minimum Age
 - Prevention of Money Laundering
 - Player Protection and Accountability
 - Responsible Playing
 - Setting Gameplay limits



- Self-exclusion,
- Assisting Vulnerable Players
- Advertising guidelines,
- Dispute resolution etc.

For more information, visit <https://torf.org.in>.