

## AIGF, FIFS, and EGF Jointly Adopt the 'Code Of Ethics' to Promote Responsible Gaming Practices and user safety

*~The Code of Ethics will apply to all online gaming operators who are members of the 03 federations and offer skill-based real-money gaming services in India~*

*~The Federations will conduct annual audits led by an independent third party to assess adherence to established regulations and guidelines~*

*~The Code of Ethics will be reviewed annually to ensure its effectiveness and compliance with industry and global best practices~*



**10<sup>th</sup> March, 2025:** In a significant step towards promoting safe and responsible gaming, the **All India Gaming Federation (AIGF)**, the **Federation of Indian Fantasy Sports (FIFS)**, and the **E-Gaming Federation (EGF)**, today jointly signed a '**Code of Ethics**' (CoE). The CoE is aimed at enforcing consistent standards of user safety across the industry through the implementation of responsible gaming and advertising policies and mandates annual third-party audits and comprehensive reporting mechanisms to ensure accountability and transparency.

The CoE has been created based on global best practices and lays down a strong framework for responsible gaming such as age-gating, adopting stringent KYC and enabling user-set spending limits & self-exclusion. It will apply to all online gaming operators who are members of the federations and offer skill-based real-money gaming services in India.

Gaming operators with an annual revenue of INR 100 crores or more will have to implement the Code within six months from the date of signing, while those with annual revenues below INR 100 crores will have nine months to comply. Upon successful adoption, federations will issue a certification valid for one year which shall be renewable annually upon completion of a third-party independent audit. The Code will be reviewed annually to assess its effectiveness and identify areas for improvement.

#### **Key Principles of the Code of Ethics:**

- ✓ **Responsible Gaming Practices:** Age gating, no operations in restricted states, and robust KYC mechanisms.
- ✓ **Player Protection:** Safeguarding data, appropriate management of player funds.
- ✓ **Fair Gaming Practices:** Ensuring integrity and fairness in gameplay.
- ✓ **Transparency:** Providing clear and accurate information to players.
- ✓ **Informed Decision-Making:** Enabling players to make well-informed decisions with options to self-exclude and set limits
- ✓ **Support for Vulnerable Players:** Tools and resources for identifying and assisting at-risk players.
- ✓ **Responsible Advertising:** Ethical advertising and promotions.

**Roland Landers, CEO, All India Gaming Federation said,** *“As the largest and oldest industry association, we at AIGF believe that a thriving gaming industry must be built on the pillars of responsibility, transparency, innovation, and player protection. This Code of Ethics reinforces our commitment to fair play, compliance with Indian laws, and fostering a secure and responsible gaming environment. Through collaboration with other industry federations, we are setting new benchmarks for ethical gaming, strengthening the credibility of India’s online gaming sector, and building a sustainable, globally competitive ecosystem.”*

**Commenting on this initiative, Neil Castelino, Director General, FIFS said,** *"This joint code marks a significant step forward in our commitment to fostering a safe, fair, and responsible gaming environment in the country. By working together as an industry, we are setting a unified standard that prioritizes player well-being, integrity, and accountability across the industry. This we believe will be pivotal in ensuring a safe environment for the 24 crore FS users in the country."*

**Anuraag Saxena, CEO of EGF said,** *“National interest, consumer interest, and the industry’s interest have all suffered too long. Unethical gambling operators have been parasitically harming the nation, its exchequer, and its people. I’m delighted that the industry is collaborating on the joint code-of-ethics today. The adoption of these standards reinforces our commitment to accountability through third-party audits, responsible gaming policies, and ethical business practices. Sunlight is the best disinfectant, and the industry taking due cognizance of this is a great step ahead for gaming in India.”*

The signing of the CoE follows a joint MoU signed by the three federations with ASCI to address the growing concern over illegal betting and gambling advertisements by offshore entities and highlights the proactive steps that the industry is taking to ensure user safety.

**About All India Gaming Federation**

The All India Gaming Federation (AIGF) is India's oldest, largest, and most diverse industry body for online gaming, representing over 120 gaming companies, including the majority of skill gaming operators and the largest number of MSMEs. With a combined member user base of over 40 crores Digital Nagriks and a member valuation exceeding \$10 billion, AIGF is the leading voice of India's online gaming industry.

Since 2016, AIGF has been at the forefront of driving a responsible, transparent, and progressive gaming ecosystem, ensuring industry's best practices and regulatory excellence. It collaborates with policymakers, industry leaders, and stakeholders to foster growth while keeping user welfare at the forefront. Guided by "Make in India, for the World," AIGF is integrating gaming into India's \$1 trillion digital economy, fueling employment, innovation, and economic expansion. By championing ethical industry standards and advocating progressive policies, AIGF aims to shape India into a global gaming powerhouse.

For more information, please visit <https://aigf.in/>

**About Federation of Indian Fantasy Sports:**

The Federation of Indian Fantasy Sports (FIFS) is India's foremost industry body dedicated to the self-regulation, growth, and innovation of the Fantasy Sports (FS) ecosystem. Established in 2017 as a Section 8 company under the Indian Companies Act, 2013, FIFS serves as the representative national body advocating for the interests of both users and operators in the fantasy sports industry.

With a commitment to fostering transparency, integrity, and responsible gaming, FIFS strives to set the highest standards for self-regulation and operational excellence. By promoting best practices, facilitating policy dialogues, and driving industry-wide innovation, FIFS envisions a thriving fantasy sports ecosystem that enhances user experience, fuels technological advancements, and contributes to India's leadership in the global sports tech landscape.

For more information, click here: <https://fifs.in/>

**About E-Gaming Federation (EGF):**

The E-Gaming Federation (EGF) is a not-for-profit organization, founded under the Societies Regulation Act to protect consumer interest and self-regulate the Indian e-gaming sector. By developing a standard framework and operational guidelines based on the principles of safe, transparent, fair, and responsible gaming, EGF endeavors to build a unified voice shaping a favorable policy environment for regulated online gaming.

With an objective to bring a positive change in perception regarding the e-gaming industry, EGF endorses 'Responsible Play' to protect players by allowing them to minimize or stop indulging in gameplay beyond their means or for excessive periods. EGF-certified online gaming platforms offer responsible play features to the players that are intended to ensure a fair and safe online gaming experience while protecting players from any adverse consequences of online gaming.

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