

E-Gaming Federation Welcomes Eight New Startups to Strengthen India's Skill-Based Gaming Sector

National, June 2025: The E-Gaming Federation (EGF), a prominent unified voice of the online gaming sector in India announced the onboarding of eight new start-ups **Brillianature Pvt. Ltd., Six dreams, Ludo Sikander, Ludo Players, Lavidah Rummy, Jeetlo/ Desi Pixel, Epiczone, Nexa Games and AceHigh Poker as Associate Members.** Collaboration with these startups reinforces their commitment to drive growth and spur expansion in the rapidly evolving online gaming industry. The onboarding of these members aligns with the EGF's commitment to supporting emerging players in the industry by providing a platform for information sharing.

Expressing excitement about the new partnerships **Anuraag Saxena, CEO, EGF said,** *"We're pleased to welcome these forward-thinking startups into the EGF fold. Their innovative approaches and commitment to responsible gaming align seamlessly with our vision of building a transparent, secure, and thriving skill-based gaming ecosystem. Together, we aim to set higher industry benchmarks and ensure that player protection and ethical gameplay remain at the heart of India's rapidly expanding online gaming sector."*

The newly onboarded rummy platforms—**Brillianature Pvt. Ltd., Wild West Rummy, and Lavidah Rummy**—are introducing cutting-edge innovations to the traditional rummy experience. By leveraging technology to enhance gameplay, ensure legal compliance, and embed responsible gaming practices, these platforms are setting new benchmarks in user trust and engagement.

Expanding the scope of digital skill-based entertainment, multi-genre platforms such as **Ludo Players, Six dreams, Ludo Sikander, Epiczone, Nexa Games, Jeetlo/ Desi Pixel and AceHigh Poker** are reshaping how players interact with classic formats like Ludo, Poker, and other real-money games. With a sharp focus on transparency, fair play, and user protection, these startups represent the next generation of gaming operators committed to ethical growth. Their inclusion as associate members underline EGF's continued efforts to nurture a safe, diverse, and forward-looking gaming ecosystem in India.

K R Rohith, CEO, Six Dreams said, *"Joining the E-Gaming Federation is a proud milestone for Six Dreams. As a member of India's premier industry federation for online gaming, we reaffirm our commitment to building a safe, transparent, and responsible ecosystem for our users. This membership aligns with our vision to not only lead in innovation but also uphold the highest standards of integrity and fair play in the industry."*

EGF stands as one of India's leading industry body the skill-based online gaming sector, representing the interests of the e-gaming industry. Its membership includes the country's top five gaming developers and operators, among them, a Unicorn, who are collectively dedicated to promoting responsible gaming and strengthening the industry's credibility. To support the move toward self-regulation, EGF has introduced a standardized framework through its code of conduct, aimed at ensuring the smooth and ethical operation of the online gaming ecosystem. The Federation actively promotes 'Responsible Play,' empowering players to set limits or take breaks to avoid excessive gaming or overspending.

About 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 favourable 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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