



Case Study

Rummy Khel Partners SHIELD to Level the Playing Field for Indian Gamers

Customer Profile

Rummy Khel is an online multiplayer gaming app which offers rummy enthusiasts a trusted and secure environment to express their skills. Rummy Khel is also RNG certified, ensuring the authenticity and integrity of its rummy games.

Industry

Gaming

Region

India



“Given the increasing popularity of Rummy today, we are committed to a continuous strategy of providing a secure platform for our users. SHIELD has been integral to providing an additional layer of security to maintain the integrity of our platform and to keep up with fraud trends.”

Naveen Goswami, Head of Innovation, Witzeal

The Indian games market boasted 373 million players in 2022, making it the second largest gaming market in the world. In parallel, government initiatives have led to significant improvements in digitization and better Internet connectivity throughout the country; coupled with the rapid adoption of smartphones, mobile gamers now account for 91% of online gamers in India. Given rummy’s popularity in the country, it would come as no surprise that mobile versions of the game have been highly successful with Indian players.

The Rummy Khel gaming app allows players to play rummy anywhere and at any time. Developed and managed by industry veterans, the app places an emphasis on the authenticity of its games and is backed by RNG (Random Number Generator) certification. To proactively stop fraudsters from disrupting game integrity, the Rummy Khel team partnered with SHIELD, the world’s leading risk intelligence company, to bolster fraud prevention for the app.

Key Points

Ensured a frictionless and secure gaming experience

Stopped multi-account collusion to eliminate unfairness

24/7 insights into new and emerging fraud threats



Fraudsters are trying to stack the deck in their favor

As a game of skill where information about the cards in players' hands is especially valuable, mobile rummy games represent a tempting target for fraudsters. They could create thousands of fake accounts on a single physical device through the use of tampered apps, app cloners, and jailbroken or rooted devices. By colluding across multiple accounts, fraudsters could create unfair advantages for themselves by monopolizing information or by making game-winning plays.

Evening the odds against fraud

To ensure that players could enjoy true games of skill untarnished by fraudsters, the Rummy Khel team leveraged SHIELD's Device Intelligence solution to detect fraudulent activity on the

platform. The SHIELD ID, the global standard for device identification, enabled the team to detect multi-accounting. At the same time, SHIELD's Risk Indicators detect the installation and activation of all malicious tools and techniques on the platform, such as GPS spoofers, tampered apps, and app cloners. By stopping the use of GPS spoofers, SHIELD's technology also helps Rummy Khel ensure that the use of the app remains compliant with individual state laws.

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SHIELD is the world's leading risk intelligence company that helps global organizations such as inDrive, Alibaba, Mobile Premier League (MPL), TrueMoney, and Maya stop fraud, build trust, and drive growth. We combine AI and explainable machine-learning algorithms to help all online businesses stay ahead of new and unknown fraud.

With offices in San Francisco, Miami, London, Berlin, Jakarta, Bengaluru, Beijing, Singapore, we are rapidly achieving our mission to enable trust for the world.

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