



# PREMIER POLYFILM LIMITED

Registered Office: 305, Elite House, III Floor,36, Community Centre,  
Kailash Colony Extension, Zamroodpur, New Delhi 110048

CIN:L25209DL1992PLC049590;  
Website: www.premierpoly.com ;

Email: compliance.officer@premierpoly.com  
Telephone: 011-45537559

PPL/SECT/2024-2025

Date: 24/08/2024

To,

BSE LIMITED

NATIONAL STOCK EXCHANGE OF INDIA LTD

**SUBJECT : NEWSPAPER PUBLICATION- DISCLOSURE UNDER REGULATION 30 AND 47 OF SEBI  
(LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015.**

**SCRIP CODE : NSE : PREMIERPOL  
BSE : 514354**

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III Part A Para A and Regulation 47 of SEBI Listing Regulations, we enclose herewith the copies of Newspaper publication published in Financial Express, all editions and Jansatta, Delhi edition dated 24-08-2024 intimating that Thirty Second Annual General Meeting of the Company will be held on Monday, 16<sup>th</sup> September,2024 at 3.00 P.M.(1ST) through Video Conferencing/ Other Audio Visual Means. The publication also includes details about Book closing of the Company, Dividend, e-Voting details etc.

This is for your information and records.

Thanking you,

Yours faithfully,  
For PREMIER POLYFILM LIMITED,

HEENA SONI  
COMPANY SECRETARY &  
COMPLIANCE OFFICER

*Enclosed : As above*

ALCOHOL-RELATED PROMOTIONS STILL BANNED

# WhatsApp opens door to real-money gaming ads

FE BUREAU  
New Delhi, August 23

**META UPDATED ITS WhatsApp Business policy on Friday, allowing companies in the real-money gaming segment to send promotional messages to users in India through the platform.**

This update is expected to help online real-money gaming companies, particularly MSMEs, by expanding their reach and engagement with users who have consented to receive communications via WhatsApp.

Previously, Meta's policy broadly allowed companies in certain countries to send promotional messages related to alcohol and online gambling on WhatsApp Business. However, following backlash in India, a Meta spokesperson clarified that the company adheres to local laws when setting business policies, and some types of business messaging would not be permitted in certain countries, including India.

In the latest policy update, Meta excluded India from the list of countries where alcohol-related promotions are allowed on WhatsApp Business. However, the update per-

LATEST UPDATE

■ The policy mandates businesses to comply with legal age restrictions, geographic requirements

■ The companies must request permission from Meta Platforms before messaging users for promotional purposes

■ Meta has said that the gaming firms have to provide evidence that the activities are licensed

■ WhatsApp had launched its Business app about five years ago



ROLAND LANDERS, CEO, ALL INDIA GAMING FEDERATION

BY ENABLING DIRECT COMMUNICATION WITH A BROADER AUDIENCE, META IS PAVING THE WAY FOR GROWTH WITHIN THE (GAMING) SECTOR

mits online gambling and gaming promotions in India, provided they comply with state-specific regulations.

WhatsApp launched its Business app and Business Platform about five years ago, offering small and medium businesses, especially those without a website or sufficient capital to

build an app, tools and features to grow their businesses.

Under the updated policy, online gambling and gaming organisations must request permission from Meta Platforms before messaging users for promotional purposes. "They have to provide evidence that the online gam-

bling and gaming activities are appropriately licensed by a regulator, or otherwise established as lawful in the countries listed," Meta said.

Meta defines online gambling and gaming as any product or service where monetary value is included as part of the entry or prize.

The All India Gaming Federation (AIGF), representing online gaming companies, welcomed Meta's decision. Roland Landers, CEO of AIGF, stated, "By enabling direct communication with a broader audience, Meta is paving the way for growth and innovation within the sector. Further, the policy disallows illegal gambling platforms from using the services, which is an essential step in promoting user safety, which the AIGF has been rigorously advocating over the last decade."

The new policy mandates that businesses ensure their messages comply with legal age restrictions, geographic requirements, and regulatory standards through technical and organisational measures. Companies are prohibited from sending messages to individuals under 18 years of age.

# GQG, NPS Trust among largest buyers in Ambuja block deal

Adani Group divests 2.8% stake in Ambuja Cements for over ₹4,200 cr

FE BUREAU  
Mumbai, August 23

**ADANI GROUP PROMOTERS** raised ₹4,251 crore by selling a 2.76% stake in Ambuja Cements through Holderind Investments via a series of block deals on Friday, according to data available on the exchanges. A total of 67.956 million shares of the cement company were traded in these block deals.

The largest investor in the transaction was GQG Partners Emerging Markets Equity Fund, which acquired 26.84 million shares for ₹1,679 crore at ₹625.5 per share, resulting in a 1.09% stake in Ambuja

NEW INVESTORS

67.956 mn shares of Ambuja Cements were traded in the block deals

■ In total, the block deals involved 24 investors acquiring stakes in the cement firm

■ The largest investor in the transaction was GQG Partners, buying 26.84 mn shares for ₹1,679 crore

■ NPS Trust was the second-largest buyer, securing a 0.34% stake for ₹525 cr

■ SBI Life Insurance purchased 7.99 mn shares for ₹500 crore

■ Other major investors included Mirae Asset Mutual Fund, Axis Mutual Fund, ICICI Prudential Mutual Fund, Invesco Mutual Fund



Cements. The National Pension System (NPS) Trust was the second-largest buyer, securing a 0.34% stake for ₹525 crore. SBI Life Insurance purchased 7.99 million shares for ₹500 crore, gaining a 0.32% stake.

Other major investors included Mirae Asset Mutual Fund, which acquired a 0.16% stake for ₹251 crore, and Mor-

gan Stanley Asia Singapore, which picked up a 0.158% stake for ₹243 crore. In total, the block deals involved 24 investors acquiring stakes in Ambuja Cements, including prominent names such as Axis Mutual Fund, ICICI Prudential Mutual Fund, and Invesco Mutual Fund.

On August 22, it was reported that Adani Group's

Holderind Investments, a promoter entity in Ambuja Cements, was planning to divest a 2.84% stake in the company for roughly ₹4,200 crore. There were also reports suggesting that the Adani Group may divest up to 5% each in Ambuja Cements and Adani Power to help reduce its promoter-level debt of ₹1.82 trillion.

# FMCG firms flag q-comm growth concerns

VIVEAT SUSAN PINTO  
Mumbai, August 23

**THE ALL INDIA Consumer Products Distributors Federation (AICPDF)** has written to the ministry of commerce and industry, raising concerns about the rapid growth of the quick commerce market and the challenges it poses to traditional retail trade, particularly from players like Zomato-owned Blinkit, Zepto, and Swiggy Instamart.

In a letter sent on Friday, the AICPDF said that the "unchecked expansion" of quick commerce platforms could lead to "severe disruptions in the retail ecosystem".

The federation expressed concerns that the rise of quick commerce not only creates an uneven playing field but also threatens the livelihoods of millions of small retailers and distributors who have long been the backbone of India's retail sector.

"The FDI rules clearly prohibit e-commerce entities operating under the marketplace model from holding inventory or exercising control over inventory sold on their platforms. However, it appears that these quick commerce platforms may be engaging in practices that blur the lines



between a marketplace and an inventory-based model, potentially violating FDI norms," the letter said.

The AICPDF's concerns come in the wake of recent

remarks by Union commerce and industry minister Piyush Goyal, who earlier this week expressed apprehensions about the surge in e-commerce business across the country. Although Goyal later clarified that the government does not intend to limit e-commerce, he emphasised the need for peaceful coexistence between offline retailers and online players.

In its letter, the distributors' association urged the government to initiate an investigation into the operational models of q-commerce platforms to ensure compliance with FDI norms.

**TATA POWER DELHI DISTRIBUTION LIMITED**  
A Tata Power and Delhi Government Joint Venture  
Regd. Office: NDPL House, Hudson Lines, Kingsway Camp, Delhi 110 009  
Tel: 66112222, Fax: 27488042, Email: TPDDL@tatapower-dcl.com  
CIN No.: U40109DL2001PLC111526, Website: www.tatapower-dcl.com

**NOTICE INVITING TENDERS**  
Aug 24, 2024

TATA Power-DDL invites tenders as per following details:

Tender Enquiry No.	Estimated Cost/EMD (Rs.)	Availability of Bid Document	Last Date & Time of Bid Submission/ Date and time of Opening of bids
TPDDL/INS/ENQ/200001708/24-25 Standard Fire & Special Perils and Burglary Insurance	NIL	24.08.2024	13.09.2024-14:00 Hrs/ 13.09.2024-16:00 Hrs
TPDDL/INS/ENQ/200001709/24-25 Cyber Security Insurance	NIL	24.08.2024	13.09.2024-14:00 Hrs/ 13.09.2024-16:00 Hrs

Complete tender and corrigendum document is available on our website [www.tatapower-dcl.com](http://www.tatapower-dcl.com) → Vendor Zone → Tender / Corrigendum Documents  
Contracts - 011-66112222

**IndoStar Capital Finance Limited**  
Registered Office: Silver Utopia, Third Floor, Unit No 301-A, Opposite P & G Plaza, Cardinal Gracious Road, Chakala, Andheri (E), Mumbai - 400099.  
Website: <https://www.indostarcapital.com/>

**INVITATION FOR COUNTER BIDS FOR SALE OF STRESSED ASSETS OF INDOSTAR CAPITAL FINANCE LIMITED**

IndoStar Capital Finance Limited (ICFL) intends to sell certain stressed assets, the details of which are more particularly set out below and the Public Notice referred to below (Proposed Sale). ICFL now invites counter bids (Counter Bids) from ARCs for the sale of certain stressed assets on its books, as per the extant RBI guidelines (Interested Parties). Eligible Interested Parties may download the detailed public notice document dated 24<sup>th</sup> August, 2024 from the website of ICFL <https://www.indostarcapital.com/> (Public Notice).

The Proposed Sale shall be on an 'as is where is, as is what is, whatever there is and without recourse basis' and is being conducted under the Swiss Challenge Method, based on an existing offer received by ICFL (Primary Offer) at the price set out below (Reserve Price/Base Bid). Please note that the Proposed Sale will be subject to the outcome of the Counter Bid process and final approval by the competent authority of ICFL.

Total outstanding as on 30 <sup>th</sup> June, 2024	Reserve Price/ Base Bid (₹ In Cr.)	Terms of Proposed Sale
₹ 356,78,52,923/- (Rupees Three Hundred and Fifty-Six Crores Seventy Eight Lakhs Fifty Two Thousand Nine Hundred and Twenty Three Only)	₹ 275,00,00,000/- (Rupees Two Hundred and Seventy Five Crores Only)	As per the terms and conditions set out under the Public Notice.

**Venus Pipes & Tubes Limited**  
(Formerly Known as Venus Pipes & Tubes Private Limited)  
(CIN: L74140GJ2015PLC082306)  
Regd. Office: Survey No. 233/2 and 234/1 Dhaneti BHUJ Kachchh GJ 370020 IN  
Phone : +91 2836 232 183/84 | Email : [cs@venuspipes.com](mailto:cs@venuspipes.com)

**INFORMATION REGARDING 10th ANNUAL GENERAL MEETING TO BE HELD THROUGH VIDEO CONFERENCING ("VC") / OTHER AUDIO-VISUAL MEANS ("OAVM")**

The 10th Annual General Meeting ("AGM") of the Members of Venus Pipes & Tubes Limited ("the Company") will be held on or before due date i.e. 30/09/2024 (IST) through Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM") in compliance with the applicable provisions of the Companies Act, 2013 ("the Act") and rules made thereunder read with General Circular Nos. 14/2020 dated April 8, 2020, 17/2020 dated April 13, 2020, 20/2020 dated May 5, 2020, 02/2021 dated January 13, 2021, 19/2021 dated December 8, 2021, 21/2021 dated December 14, 2021, 2/2022 dated May 5, 2022 and 10/2022 dated December 28, 2022 (collectively the "MCA Circulars") and Circular No. SEBI/HO/CFD/PoD-2/PIR/CR/2023/4 dated January 5, 2023 issued by Securities and Exchange Board of India.

In Compliance with the abovementioned circulars, Notice of the AGM along with the Annual Report 2023-24 will be sent only through electronic mode to those Members whose e-mail address is registered with the Company's Registrar and Transfer Agent / Depository Participants / Depositories. Members may note that the Notice and Annual Report 2023-24 will also be available on the Company's website [www.venuspipes.com](http://www.venuspipes.com), website of the Stock Exchange i.e., BSE Limited and National Stock Exchange of India Limited at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com). The Company shall send physical copy of the Annual Report 2023-24 to the members who specifically request for the same by sending an email at [cs@venuspipes.com](mailto:cs@venuspipes.com).

In compliance with Section 108 of the Act, read with the corresponding rules, Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in terms of SEBI circular no. SEBI/HO/CFD/CMD/IR/P/2020/242 dated December 9, 2020, the Company is providing remote e-voting facility to its members, to enable them to cast their votes electronically through the facility provided by Central Depository Services (India) Limited. Additionally, the facility for voting during the AGM will also be made available. Members present in the AGM through VC/OAVM and who have not casted their vote on the resolutions through remote e-voting and are otherwise not barred from doing so, shall be eligible to vote through the e-voting system during the AGM. Detailed instructions for remote e-voting, e-voting during the AGM and attending the AGM through VC/OAVM will be provided in the Notice of the AGM.

Members who have not registered their e-mail address are requested to register the same in respect of shares held in electronic form with the Depository through their Depository Participant(s) and in respect of shares held in physical form by writing to the Company's RTA, Kin Technologies Limited, Unit: Venus Pipes & Tubes Limited, Selenium, Tower B, Plot No. - 31 and 32, Financial District, Nanakramguda, Serilingampally, Hyderabad (T.G.) - 500 032 Email ID: [enward.ris@kintech.com](mailto:enward.ris@kintech.com)

Members who have not registered their email address are requested to send a request to the Registrar and Transfer Agents of the Company, Kin Technologies Limited at [enward.ris@kintech.com](mailto:enward.ris@kintech.com) or to the Company at [cs@venuspipes.com](mailto:cs@venuspipes.com) providing the following details to obtain the AGM documents or user-id and password for remote e-voting or for attending the AGM through VC/OAVM.

Members holding in physical mode	Folio No., Name of shareholder, scanned copy of the share certificate (front and back), PAN (self-attested scanned copy of PAN card), AADHAR (self-attested scanned copy of Aadhar Card)
Members holding in demat mode	DP ID and Client ID (16 digit DPID + CLID or 16 digit beneficiary ID), Name of shareholder, client master or copy of Consolidated Account statement, PAN (self-attested scanned copy of PAN card), AADHAR (self-attested scanned copy of Aadhar Card)

For VENUS PIPES & TUBES LIMITED  
Sd/-  
Pavan Kumar Jain  
Company Secretary  
(Membership No.: A66752)

Date: 23/08/2024  
Place: Dhaneti

**PREMIER POLYFILM LTD.**  
Registered Office: 305, Elite House, 36, Community Centre, Kailash Colony Extension, Zamrudpur, New Delhi 110048  
Telephone: 011-45375591 | Website: [www.premierpoly.com](http://www.premierpoly.com)  
CIN: L25209DL1992PLC049590 | E-mail: [compliance.officer@premierpoly.com](mailto:compliance.officer@premierpoly.com)

**NOTICE OF THE THIRTY SECOND ANNUAL GENERAL MEETING, E-VOTING & BOOK CLOSURE INFORMATION**

Notice is hereby given that The Thirty Second Annual General Meeting (AGM) of the Members of Premier Polyfilm Ltd. will be held on Monday, 16<sup>th</sup> September, 2024 at 3.00 P.M. (IST) through Video Conferencing (VC)/Other Audio Visual Conferencing (OAVM) to transact the businesses as set out in the Notice dated 02<sup>nd</sup> August, 2024.

In compliance with the MCA and SEBI Circulars, Electronic copies of the Notice of the AGM and Integrated Annual Report of the Company for the Financial Year 2023-2024 have been sent to those Members whose e-mail addresses are registered with the Company/Depositories. These documents are also available on the website of the Company and can be downloaded from the website [www.premierpoly.com](http://www.premierpoly.com) or by clicking the web link <https://premierpoly.com/product/32nd%20Annual%20Report%202023-2024.pdf> website of stock exchanges i.e. BSE at [www.bseindia.com](http://www.bseindia.com), NSE at [www.nseindia.com](http://www.nseindia.com) respectively and on the website of National Securities Depository Limited (NSDL) at [www.evoting.nsdl.com](http://www.evoting.nsdl.com). The dispatch of Notice of the AGM through emails has been completed on August 23, 2024. Members attending the AGM through VC/OAVM shall be reckoned for the purpose of quorum under Section 103 of the Act.

The remote e-voting period commences on Friday, September 13, 2024 at 9.00 A.M. and ends on Sunday, September 15, 2024 at 5.00 P.M. During this period, members of the Company holding shares either in physical form or in dematerialized form, as on the cut-off date of September 09, 2024 may cast their vote by remote e-voting on the business specified in the Notice of the AGM dated August 02, 2024. Any person, who acquires shares of the Company and becomes Member of the Company after dispatch of the soft copy of Notice and Annual Report after the cut-off date i.e. September 09, 2024 may follow the same procedure for remote e-voting as given on page number 16 to 20 of the Notice of AGM. The remote e-voting module shall be disabled by NSDL for voting thereafter. Once the vote on a resolution is cast by the members, the member shall not be allowed to change it subsequently.

Members who are participating in the AGM through Video Conferencing (VC)/Other Audio Video Conferencing (OAVM) on September 16, 2024 can cast their vote during the AGM electronically on the businesses specified in the notice of AGM through electronic voting system (E-Voting) of NSDL. However, only those Members, who will be present in the AGM through VC facility and have not casted their vote on the Resolutions through Remote E-Voting and are otherwise not barred from doing so, shall be eligible to vote through E-Voting system in the AGM.

In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of [www.evoting.nsdl.com](http://www.evoting.nsdl.com) or call on - 022 - 4886 7000 or send a request to Ms. Pallavi Mhatre, Senior Manager, NSDL, Trade World, 'A' Wing, 4th Floor, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013 at [evoting@nsdl.co.in](mailto:evoting@nsdl.co.in)

**Book Closure:** Pursuant to Section 91 of the Companies Act, 2013, the Register of Members & Share Transfer Books of the company will remain closed from Tuesday, the 10<sup>th</sup> day of September, 2024 to Monday, the 16<sup>th</sup> day of September, 2024 (both days inclusive) for the purpose of Annual General Meeting and to determine eligible Shareholders for the payment of Dividend, if declared at the AGM.

**Dividend in case of Non-KYC compliant Folios:** Shareholders are requested to note that SEBI circular dated SEBI/HO/MIRSD/POD-1/PIR/CR/2024/37 May 07, 2024 has now mandated that the security holders holding securities in physical form and whose folio(s) is not updated with the KYC details namely PAN, Choice of Nomination, Contact Details, Mobile Number and Bank Account Details and signature, shall be eligible for any payment of dividend only through electronic mode with effect from April 01, 2024.

By Order Of The Board,  
For Premier Polyfilm Ltd.  
Sd/-  
Heena Soni  
Company Secretary & Compliance Officer

Place: New Delhi  
Date: 23-08-2024

Adani Group divests 2.8% stake in Ambuja Cements for over ₹4,200 cr

FE BUREAU  
Mumbai, August 23

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The largest investor in the transaction was GQG Partners Emerging Markets Equity Fund, which acquired 26.84 million shares for ₹1,679 crore at ₹625.5 per share, resulting in a 1.09% stake in Ambuja

# JSW Energy arm bags project from NTPC

RAGHVENDRA KAMATH  
Mumbai, August 23

**JSW NEO ENERGY**, a subsidiary of JSW Energy, announced that it has received a letter of award (LoA) from NTPC for setting up a 300 MW ISTS-connected wind-solar hybrid power project. The award comes as part of a tariff-based competitive bid invited for the establishment of 1,000 MW ISTS-connected Wind-Solar Hybrid Power Projects under NTPC Tranche-VI.

With this new capacity award, JSW Energy's total locked-in generation capacity has increased to 16.7 GW, which includes 2.6 GW of hybrid capacity (including FDRE). The company aims to achieve an installed generation capacity of 10 GW by FY25, up from the current 7.5 GW.

Additionally, JSW Energy has secured 4.2 GWh of energy storage capacity through battery energy storage systems and hydro pumped storage projects. It has set a target to reach 20 GW of generation capacity and 40 GWh of energy storage capacity by 2030. "This project enhances the company's energy solution offerings and supports its transition towards becoming an energy products and services company," the company said.

# Joyalukkas eyes expansion with online-only brand

VIVEAT SUSAN PINTO  
Mumbai, August 23

**JEWELLERY RETAILER JOYALUKKAS**, which competes with brands like Titan and Kalyan Jewellers, plans to launch an online-only jewellery brand by FY26, targeting the growing base of younger consumers shopping online, chairman Joy Alukkas revealed in an interaction with FE.

The Kerala-based Joyalukkas, which recently relocated its headquarters to Bengaluru, will be the third major offline player after Titan and Kalyan Jewellers to focus on millennials by offering trendy diamond-studded jewellery through an online platform. Industry estimates value India's online jewellery market at around \$1 billion, with projections suggesting it could triple to \$3 billion in the coming years.

Unlike Titan and Kalyan Jewellers, which entered the online jewellery market through acquisitions—buying brands like Caratlane and Candere, respectively—Joyalukkas intends to pursue organic growth for its online expansion.

The new online brand from Joyalukkas will feature daily wear jewellery priced between ₹20,000 and 40,000, with collections frequently updated to reflect current

trends and tastes, according to Alukkas.

The company plans to leverage its in-house design expertise to develop collections, focusing primarily on 18-carat diamond jewellery.

"The plan is to target metro and tier-I markets, where the density of working profession-

als is higher. We will expand into more markets later and also look at an offline foray with smaller stores that can be rapidly scaled up," Alukkas said.

The Joyalukkas group, which closed FY24 with a turnover of ₹24,830 crore—a 15% growth compared to FY23—is aiming to increase its revenue from diamond jewellery to 24% over the next four years, up from the current 19%. The new online-only brand is expected to play a key role in achieving this target. Additionally, Joyalukkas plans to increase the number of diamond jewellery counters in its offline stores, expanding coverage to 40% of its total showrooms from the current 30% over the next few years.

"We are currently working on the name for the new online jewellery foray. While we are open to acquisitions, we believe we can utilize our in-house expertise to develop this venture," Alukkas stated.

Joyalukkas also plans to open 60 new offline stores over the next three years, primarily in northern and western India, aiming to increase revenue from non-southern markets to 25%, up from the current 15%.

The jeweller currently operates over 100 showrooms, including 59 stores outside of India.



# Online gaming framework needs collaborative approach



ROHIT KUMAR SINGH

**INDIA'S GAMING MARKET** has expanded rapidly in recent years, driven by the country's youthful, tech-savvy demography as well as enhanced digital infrastructure. From a leisure activity to a mainstream phenomenon, gaming has captured the attention of millions of people. Industry estimates place the gaming market in the country at approximately \$3.1 billion, with growth predicted to reach \$8.92 billion over the following five years.

India is the world's second-largest gaming market, after China, with 442 million players. Real-money gaming (RMG) has been one of the main sources of revenue for the Indian gaming industry, which has raised a total of \$2.8 billion from domestic and international investors over the last five years.

Interestingly, online gaming being a recent phenomenon in the country, India still manages to contribute 1.1% to global online gaming revenue, which is quite a feat, yet the potential for our country to grow in this sector is massive.

Just recently, ahead of the budget announcement, the government released the Economic Survey Report 2023-



24, which acknowledges the impressive growth of the online gaming sector in expanding startup environment and ranks it as one of the top sectors for startups in the country, with online gaming startups taking 4% of the chunk.

However, for the sector to develop and prosper, some grey areas require immediate intervention. Due to the uncertainty and gaps in the industry's regulations, offshore platforms posing as legitimate businesses operating in the country have appeared to have a sort of golden opportunity with no financial or legal obligations in this jurisdiction, and even worse, no obligations towards players' safety. Whereas, on the other hand, the homegrown online gaming companies have come together several times to discuss and deliberate best practices to make sure that the Indian users stay protected at all times. They subject them-

vice, best practices like responsible advertising and clear/obvious disclaimers are a good place to start.

Strict KYC procedures must also be employed and enforced in order to successfully confirm the players' ages and identities and curb the risk of fake profiles. It is also necessary to put in place multiple layers of fraud screening to identify any dubious behavior or activities. Lastly, priority must also be given to establishing a strong reporting system.

With the expansion of the online gaming industry, businesses are constantly looking for ways to enhance and promote responsible gaming and creating cutting-edge strategies to safeguard their customers. India's digital transformation, the advancement of technology, and the ubiquitous integration of cutting-edge technologies like artificial intelligence (AI) into our daily lives make it imperative that the government and businesses work together to prevent as much harm as possible.

While the industry is doing everything it can, it does have some limitations.

Therefore, a more collaborative approach has become imperative and nearly urgent - one in which experts from the government and the industry join hands to create an ecosystem that is transparent, safe, and accountable, and there is no better time than now.

But above all this, consumer safety takes centre stage and must be the primary focus area for the industry. Since advertisements are frequently the first point of contact for customers to learn about a certain product or ser-

vice, best practices like responsible advertising and clear/obvious disclaimers are a good place to start.

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