

E-Gaming Federation welcomes Ankur Gupta as Advisor for Policy and Legal Research

~ Ankur's experience in Singapore as a civil servant and practitioner-researcher enables him to bring global best practices to position India as a leader in future technologies.

National, May 29, 2024: The **E-Gaming Federation (EGF)**, India's foremost skill-gaming industry body, recently appointed **Ankur Gupta**, a lawyer by training with expertise in areas such as Intellectual Property Rights, Copyright and Trademarks, IT Law, etc. as an Advisor. In his role, Ankur will advise EGF on applying global best practices in law and regulatory affairs to position India as a leader in future technologies.

Ankur is a qualified lawyer with almost two decades of experience in Singapore's public and private sectors. He has worked on legislative change while donning different hats, including a public servant, lecturer, and attorney for law firms. Ankur writes, speaks, and engages in conversation about the law and its relationships to business, politics, education, and training. He also has an abiding interest in forming thought leadership in areas related to his professional activity.

This move comes as part of EGF's efforts to navigate the complexities of online gaming regulation with a special focus on player protection, transparency, and responsible gaming. Ankur will work closely with EGF to provide strategic advice, oversee legal matters, and strengthen the online gaming sector's growth and development initiatives.

*"We are thrilled to welcome Ankur Gupta to join our team," said **Anuraag Saxena, CEO of EGF.** "His expertise in teaching law, and advising the government of Singapore, places him in a unique position to drive cutting-edge practices for Bharat's tech ecosystem. Ankur's expertise and leadership in the legal field will be invaluable for the online gaming industry. With global experts supporting us, we are confident this will be India's century," added **Anuraag.***

Ankur Gupta added, *"I am excited to join EGF and contribute to its initiatives around legal research, policy positioning, and stakeholder engagement. I believe this as an opportunity to bring about impact on a scale, in a burgeoning and socially important sector. I look forward to working with the talented team at EGF to strengthen the overall strategy and help the sunrise sector achieve its strategic goals by navigating through the legal landscape."*

*"I strongly believe in the approach – "Sometimes you win, Sometimes you learn" and I hope to apply that at my work with EGF," added **Ankur.***

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.

[LinkedIn](#) | [Twitter](#) | [Facebook](#) | [Instagram](#)

For more information, please contact:

Niharika Sneha: niharikasneha@egf.org.in | + 91 88008 61353