



CASE STUDY

How **Shufti** anchors Rapid Global Expansion for **BigCash**

A Popular Gaming Technology Platform

Introduction

Witzeal Technologies, India's leading gaming platform BigCash, with its **40 million+** users and **1.5 million** monthly active users **partners with Shufti** for its global business launch for more than **50+ countries**.

Witzeal needed a **KYC solution** which is

scalable

cost-effective

that ensured compliance without disrupting the user experience and thus chose to partner with Shufti who fulfills these requirements.

Challenge

Compliance and Payment Verification

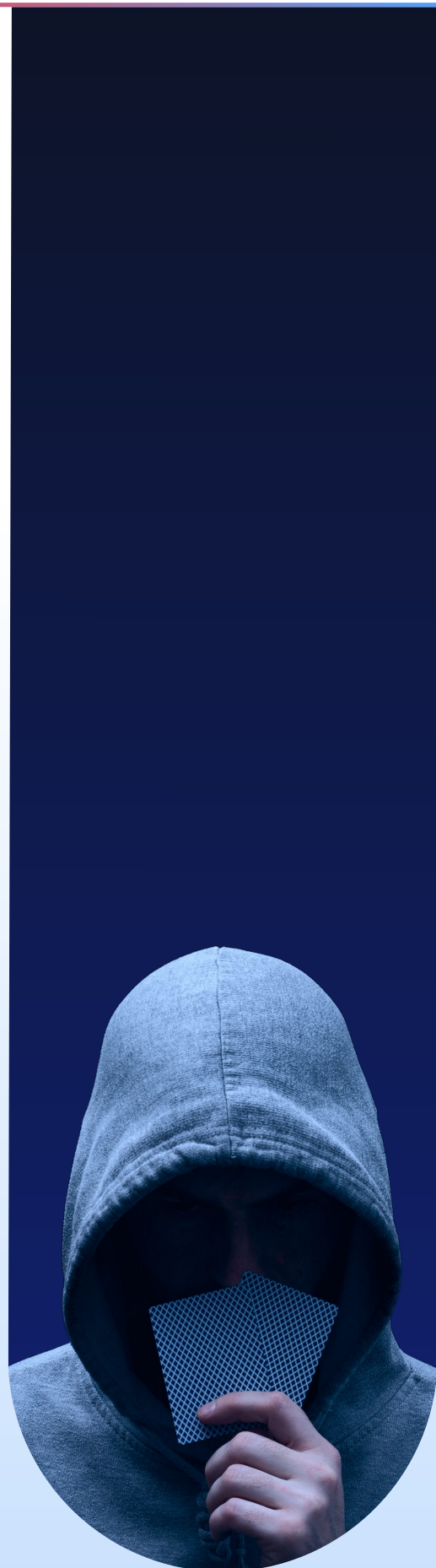
Globally, the regulatory environment for gaming companies is structured and it was essential for Witzeal to ensure compliance with the applicable laws.

When Witzeal considered expanding beyond India, forefront were thoughts on

KYC

Fraud prevention

Yet managing seamless onboarding and continuous review of users.



Solution

Shufti's Adaptive KYC & IDV Solutions

To address these challenges, **Witzeal** partnered with **Shufti** for its scalable, AI-powered KYC technology.

"We focused on three key factors when selecting a provider: scalability, ease of use, and outstanding customer support—Shufti delivered on all fronts."

Ketan Godkhindi

Chief Strategy Officer, Witzeal Technologies



How Shufti Helped



Automated, Perpetual KYC

Continuous monitoring of user activity to detect fraud without disrupting gameplay.



High-Speed Verification

AI-powered IDV checks users within seconds, maintaining a frictionless experience.



Localized Compliance

Ensuring adherence to regulations in 50+ countries, including India's new Digital Personal Data Protection Act (DPDPA), which mandates on-premise data storage for Indian users.



High Accuracy

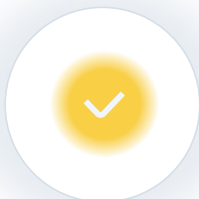
Reducing manual reviews, saving time and operational costs.

Results

Secure, Seamless Expansion



Expanded BigCash to **50+ countries** while meeting global KYC standards.



Fraud risk mitigated **up to 95%** so far as verification of users without increasing friction.



Ensured compliance with **international regulations.**

"Partners like Shufti have been the backbone of our expansion. We use Shufti IDV across all 50 countries where we operate."

Ketan Godkhindi
CSO, Witzeal

 Trustpilot

4.8 ★★★★★
3K+ reviews



Future-Proofing Growth with Shufti

As gaming regulations evolve, Witzeal remains ahead of the curve with **Shufti's adaptable, AI-driven identity solutions.**

By prioritizing ▶ Compliance ▶ Security ▶ User experience

Shufti helps gaming companies like Witzeal scale globally while mitigating fraud risks. Learn more about how Shufti supports gaming companies [here](#).

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