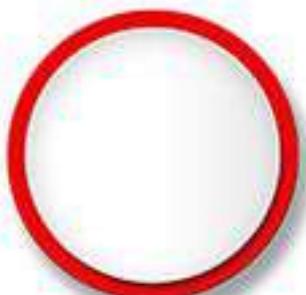


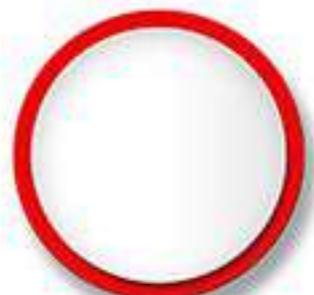
ICO Exchange

Business and Marketing



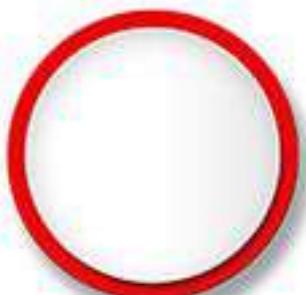
RANCHIMALL
INTRODUCTION

RanchiMall created a centralized exchange to trade only two assets in order book mode in order to facilitate its **Initial Coin Offering** (ICO) in 2017.



We used the exchange to trade RanchiMall Tokens (RMT) and US Dollars (USD).

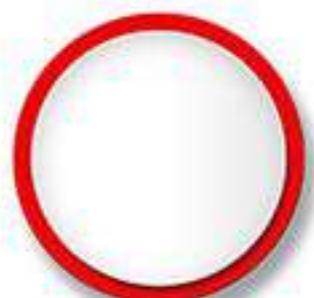
But in theory any two assets can be used.



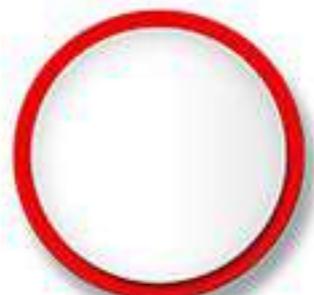
We have **administrative panel** where we can allocate assets directly to the traders.

And then the traders use **trading facility** to exchange those assets.

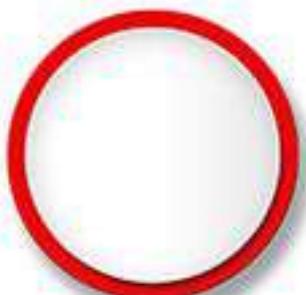
We **permit** limit orders and buy orders in the system.



For transparency reasons, everyone can see everyone's orders, trades and balances.

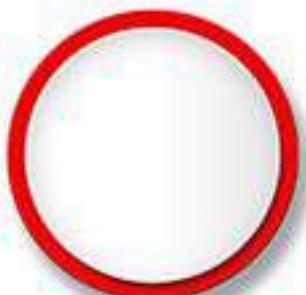


We have **the facility to disable** accounts of those traders who withdraw from the exchange.

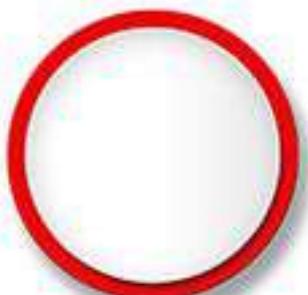


The trading platform is **integrated with**
Facebook User ID.

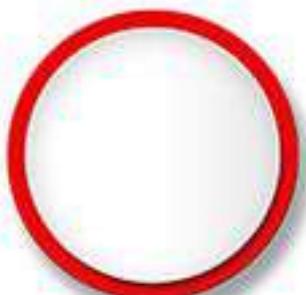
Password management is directly done
by Facebook.



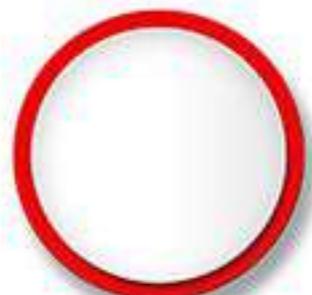
We plan to continue using the centralized exchange for RMT trading till we have scales and recognition necessary to be able to permit decentralize trading.



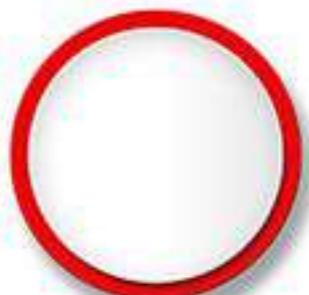
Our **decentralize trading system** will use
FLO blockchain based IDs rather than
Facebook IDs.



We also have a **version of centralized exchange** where we could do **blockchain contracts trading** against RMT as assets.



Our centralized exchange is built on
PHP with MySQL as database.



We now do all IT developments in
JavaScript.

