

EDENRED REVEALS A NEW LOOK FOR ITS MEAL & GIFT VOUCHERS

Emraan Hashmi felicitates the winners of the 2nd edition of 'Art from the Heart' – A CSR initiative by Edenred in association with SOS Children's Villages of India

Mumbai, 10th December, 2012: Edenred, the world leader in prepaid services, today, unveiled the new look of its flagship brand of vouchers - *Ticket Restaurant*[®] Meal Vouchers and , *Ticket Compliments*[®] Gift Vouchers for 2013-2014. Renowned Bollywood actor Emraan Hashmi along with Mr. Sandeep Banerjee, MD & CEO - Edenred India and veteran artist, Sheil Sadwelkar, unveiled the new look of the vouchers at a splendid event held at InterContinental , Mumbai.

'Art from the Heart' is a unique CSR initiative by Edenred. A painting competition was organized on 8th November, 2012 at SOS Children's Villages of India in Mumbai, Pune, Delhi and Bangalore. The painting competition gave an opportunity for the NGO children to showcase their creativity on different themes like 'My favorite meal', 'My favourite gift', etc. More than 500 NGO children from SOS Children's Villages of India participated in this edition of 'Art from the Heart'.

The paintings made by Shraddha Tate and Prajakta Kotwal -Age 15 years, from Pune; Nandani - Age 15 years, Jyoti Kanavija - Age 9 years , Tripti - Age 13 years and Shradha Nair - Age 11 years, from New Delhi were adjudged as the top 6 paintings which will be showcased on the new look of *Ticket Restaurant*[®] Meal Vouchers, *Ticket Compliments*[®] Universal Gift Vouchers, *Ticket Compliments*[®] Select Gift Vouchers, *Ticket Compliments*[®] Holiday Gift Vouchers, *Ticket Compliments*[®] Jewellery Gift Vouchers and *Ticket Medica*[®] Health and Wellness Vouchers respectively. The paintings were judged

by a selection panel consisting of Mr. Sandeep Banerjee, MD & CEO, Edenred - India and renowned artist Mr. Sheil Sadwelkar. The top twelve paintings selected by the judges will be awarded fully paid scholarships for one year along with the opportunity to be featured on Edenred's signature art calendar for 2013.

Speaking about the initiative, Mr. Sandeep Banerjee said, "Edenred has dedicated a day for international mobilization and expressing solidarity. This day is celebrated as "Eden for All" across all our offices globally as we join hands to bring social change within the communities at large. In India, Edenred's CSR initiative 'Art from the Heart' engaged with more than 500 NGO children for a painting competition this year. This is the second year of this initiative and we are overwhelmed with the creativity and participation we received from these children. At Edenred, we are recognizing these winners by placing the top 6 paintings on the face of all our vouchers for 2013-2014 and the top 12 paintings will be featured on our signature art calendar for 2013. Our intent lies in making life easier for the community at large and we are providing scholarships for one year for these winners".

Commenting on the association with Edenred, Mr. Rakesh Jinsi, Secretary General, SOS Children's Villages of India, said, "We want to express our gratitude to Edenred for providing a large platform to the children from SOS Children's Villages of India. Such activities not only encourage their creative minds but also provide the opportunity to showcase their talent. We are looking forward to continuing our long term association with Edenred and hope that 'Art from the Heart' not only witnesses unmatched success but also supports education of many more children in the years to come."

Mr. Sheil Sadwelkar, a renowned artist added, "Art from the Heart' has garnered incredible interest from the community. It is an honor for me to be a part of the judging panel for the second time. Each and every painting by these innocent minds was full of creativity and broke the stereotypes of simple things. I appreciate Edenred for providing a large platform for the NGO children which encourages a progressive future ahead."

About Edenred

Edenred is the world leader in prepaid service vouchers with over 50 years of experience in corporate and public benefits. Edenred operates in 39 countries, with 6,000 employees, servicing 580,000 private and public sector customers, 36.2 million beneficiaries and 1.3 million affiliates.

In India, Edenred services 3,500+ corporate clients and public institutions with a wide range of innovative Work-life Benefits, Rewards and Loyalty Solutions. Edenred entered the Indian market in 1997 with Meal Vouchers & Cards, Gift Vouchers and Rewards & Loyalty Solutions; and has become a major player providing services to corporate clients and public institutions.

About SOS Children Villages of India

SOS Children's Villages of India is a non-profit, voluntary organization, committed to the care of children in need and to strengthening families in the fight against abandonment and social neglect. The aim & objective of the SOS Children's Villages of India is to help children who have lost their parents by giving them a family, home and a strong foundation for an independent and secure life.

Since its inception in the year 1964 SOS Children's Villages of India has expanded its services for children in need at a rapid pace. Today, there are 33 SOS Children's Villages including, 122 allied projects like Kindergartens, Schools, Social, Medical, Vocational Training Centres and Outreach Initiatives spread across the country reaching out to over 24,000 children. We work in the spirit of the United Nations Convention on the Rights of the Child.

FOR MORE DO VISIT: www.edenred.co.in; www.soschildrensvillages.in

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