

SECOND EDITION OF “ART FROM THE HEART, EDENRED’S CSR INITIATIVE GETS BIGGER

Engages more than 500 underprivileged children in art competition across four cities

Mumbai, 08th November, 2012: Edenred, the world leader in prepaid service vouchers along with SOS Children’s Villages of India today commenced the 2nd grand edition of ‘Art from the Heart’ by conducting an art competition for more than 500 underprivileged children across Mumbai, Delhi, Bengaluru and Pune. Edenred is creating hope for these underprivileged kids by giving them a grand opportunity to feature their drawings on the new look of *Ticket Restaurant*[®] Meal Vouchers as well as *Ticket Compliments*[®] Gift Vouchers & its variants for 2013-2014. The winners will also win a fully paid scholarship of 1 year.

‘Art from the Heart’ is a pioneering initiative which is giving an opportunity to the NGO children to unleash their creative talent on a large platform. The winning paintings will be instrumental in bringing social change as they will be the face of Edenred vouchers- *Ticket Restaurant*[®] Meal Vouchers and *Ticket Compliments*[®] Gift Vouchers and its variants

‘Art from the Heart’ had received an overwhelming response in its 1st edition last year. More than 275 underprivileged children showcased their creative talent on two themes - ‘My Favourite Meal’ & ‘My Favourite Gift’ in Mumbai, Delhi and Bangalore. The top 12 winning participants were awarded a fully paid scholarship for a year and the top two paintings adorned the face of *Ticket Restaurant*[®] Meal Vouchers and *Ticket Compliments*[®] Gift Vouchers 2012 -2013

This year, Edenred has gone the extra mile by adding one more city i.e. Pune, thereby, providing access of this socially benefitting initiative to additional NGO children. In the 2nd edition, Edenred will be featuring top 6 paintings of these children on the face of 6 vouchers - *Ticket Restaurant*[®] Meal Vouchers, *Ticket Compliments*[®] Universal Gift Vouchers, *Ticket Compliments*[®] Select Gift Vouchers, *Ticket Compliments*[®] Jewellery Gift Vouchers, *Ticket Compliments*[®] Holiday Gift Vouchers, and *Ticket Medica*[®] Health and Wellness Vouchers for 2013-2014

Commenting on the inauguration of the initiative, **Mr. Sandeep Banerjee, Managing Director & CEO, and Edenred India** said, “ ‘Art from the Heart’ focuses on providing the right opportunities to underprivileged children with aspirations to reach to greater heights. Our CSR initiative “Art from the Heart” resonates with our core area of business wherein our products & services reward & recognize the talents of the Indian workforce thereby contributing to the productivity of an organisation. Art from the Heart is a platform for these underprivileged children to showcase their talent, reward & recognize them and inspire them for a better future ahead. ”

The art competition which is part of the ‘Art from the Heart’ was conducted today across 4 cities and 3 states in India. The event witnessed over 400 underprivileged children coming together to showcase their talent by drawing on 5 different themes - 'My favourite meal', 'My favourite gift', 'My favourite jewellery' & 'My favourite holiday' and on their favorite health/ wellness regimes. Out of all the entries, a total of 12 winners will be selected from across the cities. The top 6 winning entries which stand out to be the most creative will be adjudged as the new look of *Ticket Restaurant*[®] Meal Vouchers, *Ticket Compliments*[®] Gift Vouchers, *Ticket Compliments*[®] Select, *Ticket Compliments*[®] Jewellery, *Ticket Compliments*[®] Holiday, and *Ticket Medica*[®] Health and Wellness Vouchers for 2013-2014. All the winners will be awarded with a fully paid scholarship for a year along with an opportunity to be featured in an exclusive Edenred 2013 Calendar.

The entries of ‘Art from the Heart’ will be judged by an esteemed panel of judges which include renowned artist Mr. Sheil Sadwelkar and Mr. Sandeep Banerjee – MD & CEO of Edenred – India. The new face of for the new vouchers will be unveiled in a grand ceremony in Mumbai

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, nearly 580,000 private and public sector customers, 36.2 million beneficiaries and 1.3 million affiliates.

In India, Edenred partners over 3,500 organizations 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 take action for children as an independent non-governmental social organization. The first SOS Children's Village in India was established in 1964 at Greenfields in Faridabad and after 44 years now.

Today, there are 40 SOS Children's Villages and 122 allied projects like Kindergartens, Schools, Social, Medical, Vocational Training Centres and Outreach Initiatives spread across the country reaching out to thousands of children. Through these initiatives the organization provides direct care to 20,000 children through Children's Villages, and indirectly reaches out to 200,000 children through its various allied projects.

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

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