

EDENRED TO HAVE A NEW LOOK FOR ITS VOUCHERS IN 2012-2013

Partners with SOS Villages of India on Children's Day to conduct 'Art from the heart' initiative for the new look

Mumbai, 14th November, 2011: Edenred, the world leader in prepaid service vouchers joins hands with SOS Children's Villages of India to initiate 'Art from the Heart', an art competition with approx 300 underprivileged children participating in order to give a new look to its vouchers for 2012-2013. 'Art from the Heart' will commence on 14th November, 2011 on the occasion of Children's day, across Mumbai, Delhi & Bangalore. Through this one-of-a-kind initiative, underprivileged children can win a fully paid scholarship for a year and the grand opportunity of featuring their paintings as the new face of *Ticket Restaurant*[®] Meal Vouchers and *Ticket Compliments*[®] Gift Vouchers for 2012-2013.

Speaking about the initiative, **Mr.Sandeep Banerjee, Managing Director & CEO, Edenred - India** said, "*Ticket Restaurant*[®] Meal Vouchers and *Ticket Compliments*[®] Gift Vouchers reach out to over 3,500 organisations and over 2 million beneficiaries and are accepted across a wide network of more than 18,000 merchant establishments in more than 2,500 cities, towns and locations across India. By introducing the new look of vouchers, we aim to add an element that will strengthen our connect with consumers. We associated with SOS Children's Villages of India as Edenred embarks on initiatives that not only promote the principles of corporate social responsibility but also generate social progress. Through the 'Art from the Heart' initiative, we are giving an opportunity

to the underprivileged children to prove themselves and inspire them to achieve a better & brighter future ahead."

'Art from the Heart' is a platform where participating kids will amplify their vision to draw on the themes of 'My favourite meal' & 'My favourite gift'. Out of the nearly 300 participants, a total of 12 winners will be selected from across the 3 cities. The top 2 winning entries which stand out to be the most creative will be adjudged as the new face of *Ticket Restaurant*[®] Meal Vouchers and *Ticket Compliments*[®] Gift Vouchers for 2012-2013. All the winners will also be awarded with a fully paid scholarship for a year along with an opportunity to be featured in an exclusive Edenred 2012 Calendar.

'Art from the Heart' entries 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 *Ticket Restaurant*[®] Meal Vouchers and *Ticket Compliments*[®] Gift Vouchers for 2012-2013 will be unveiled in a grand ceremony which will be held in Mumbai at a later date.

About Edenred

Edenred, previously known as Accor Services, is the world leader in prepaid service vouchers with over 50 years of experience in corporate and public benefits. Edenred operates in 40 countries, with 6,000 employees, nearly 500,000 private and public sector customers, 33 million users and 1.2 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.

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