

Ticket Express

Edenred (India) Newsletter



Issue 4, September 2011

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Perspective



Dear Friends,

Accor Services, with its 50 year legacy, was rebranded as Edenred on 29th June, 2010. It's been 1 year now and Edenred has created a new identity for itself in the market! In this one year, the company has achieved new heights, thanks to the continued support from close associates like yourself.

During the first half of 2011 Edenred witnessed a faster organic growth worldwide with total revenue up by 12.3% in the second quarter and 9.8% in the first half.

In India, Edenred bagged the work order from Government of Madhya Pradesh to transform the existing Public Distribution System by use of smart food coupons, touching lives of over 30 million citizens. We also partnered with UK based charity organisation Absolute Return for Kids (ARK) & New Delhi based NGO Centre for Civil Society (CCS) to help them implement the school access & voucher program for underprivileged children.

Edenred revamped and launched the Ticket online website www.ticketonline.co.in. Customers can now enter their orders online, track and trace them, view the payment outstanding, generate Performa invoices and invoices for the processed orders, all online on the website.

This edition of Ticket Express will take you through all the latest activities at Edenred. Do write in with your suggestions and views.

Thank you once again for your support and trust!

Regards,

Sandeep Banerjee
Managing Director & CEO
Edenred, India



What's Up at Edenred?

Edenred touches the heart of India with Ticket Service®



Edenred, along with its consortium partners, is now working with the Madhya Pradesh Government - Department of Food and Civil Supplies, in empowering the economically weaker sections of society by introducing smart coupons as a way of distributing subsidised food throughout the state. The Madhya Pradesh Public Distribution Project is India's first UID based social program. The beneficiary families will get colour coded vouchers for wheat, rice, sugar and kerosene redeemable at Fair Price Shops throughout the state. This program will impact and change the lives of over 4 million BPL families and 8 million APL families of the state. With this initiative, Edenred is now the largest issuer of vouchers in India!



Ticket Cricket Premier League 2



Edenred re-launched its Ticket Cricket Premier League (TCPL) for this year's IPL season in association with the world renowned online game provider company - Sticksports.com.

The Ticket Cricket Premier League 2, an online game based on the IPL theme got a great response from users. This year, the TCPL was extended to Facebook, where users could join and share the game and their scores to challenge others. The game was positioned as a stress buster for the employees from the busy schedules and had prizes at every milestone for the end users at regular intervals.

An e-mail marketing campaign was also conceptualized, especially for clients/prospects where they were awarded runs on every ₹1000 they spent on a new order. Whoever scored the maximum runs won the Power Play, that is an exciting reward for the organisation.

Winners won exciting rewards like Blackberry, LCD TV, Sony PSP, Ticket Compliments® Gift Vouchers and even tickets to see the IPL finals live in Chennai.

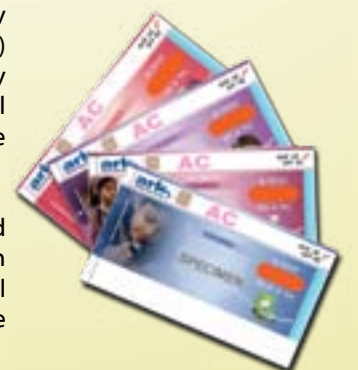
School Voucher Program - ENABLE

Edenred has partnered with UK based charity organisation, Absolute Return for Kids (ARK) and New Delhi NGO Centre for Civil Society (CCS) to help them implement the school access and voucher program ENABLE for the benefit of underprivileged children.

This program is in its first year of pilot and provides approximately 850 children, an opportunity to access low cost private school education by funding their education for five years.

Edenred manages the voucher ecosystem for this program. Four types of vouchers, one each for school fees, school books, uniform and meals have been distributed to the underprivileged kids.

They can avail education at their chosen school, get uniforms, books and food from the affiliated uniform stores, book shops and local kirana shops.





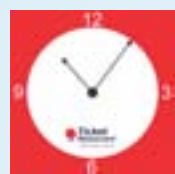
What's Up at Edenred?

E-Day Celebrations at Edenred!

Accor Services, was rebranded as Edenred on 29th June, 2010. It's been 1 year now and Edenred has created a new identity for itself. In this one year, the company has achieved new heights, thanks to your continued association.

The success of Edenred reflected in its E-Day celebrations! Edenred not only celebrated the day with its employees but also reached out to its clients, affiliates and end-users joining them in the celebrations and sharing with them the milestones of Edenred in this one year.

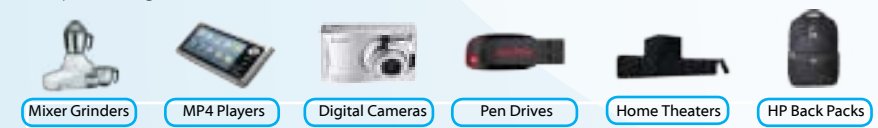
Direct Mailers & e-mailers were sent to our clients thanking them for their continued association with Edenred. The communication when opened carried an audio message from our MD & CEO, Mr. Sandeep Banerjee thanking them on the occasion of E-Day.



Our affiliates also received a similar emailer. Our key affiliates got Direct Mailers with *Ticket Restaurant*® branded wall clocks, cherishing the time they have spent with us.

To also include our voucher users in the E-Day celebrations, an E-Day Lucky Draw was organised from 29th June right through the month until 31st July, 2011, where end users won exciting gifts punching the E-Day codes on the microsite www.edenredreturnsone.in. The Lucky Draw codes were inserted in all *Ticket Restaurant*® Meal Voucher and *Ticket Compliments*® Gift Voucher booklets distributed during the lucky draw period.

Lucky Draw gifts for end beneficiaries:



E-Day celebrations were in abundance across all Edenred branches. There were costumed red ball mascots who entertained the employees and distributed Edenred branded goodie bags. With all the celebration, E-Day was for sure a memorable day for the company!



Edenred Celebrates Holi with Customers



Like every year, this year too, we celebrated a fun filled Holi with our customers. To make the festival more enjoyable we sent eco-friendly colours to the customers. They were made of organic herbal plant extracts, haldi and beet root respectively and were happily accepted by the customers. The customers enjoyed playing with the colours as they were brought alive the spirit of Holi and at the same time, were absolutely safe for the skin.



Edenred in the News

CEO as the Chief Talent Officer - An interview with Sandeep Banerjee in People Matters magazine



The People Matters magazine covered a comprehensive article on the role of CEOs in India as the Chief Talent Officer.

Mr. Sandeep Banerjee, MD and CEO of Edenred India shared his views on the same. He said "I strongly believe that the focus on people is a priority, as when the people-focus is in place, the rest will follow."

He listed a CEO's top 3 HR priorities for FY 2011-2012 as (1) Building teams to meet expected growth, (2) Building employee motivation and engagement and (3) Retention of key talent.

An Interview with Ashok M.S. in People Matters magazine

The March 2011 issue of People Matters magazine covered a full page interview of Mr. Ashok M.S., Chief Operating Officer, *Accentiv*®. The interview delved into the basics of customer loyalty and employee loyalty and the correlation between the two. Mr. Ashok says: "Employee loyalty is crucial for business success as it directly impacts customer experience where every single interaction with the brand through the employee is the 'moment of truth' for the customer."



"It is essential for employees to not only be adequately trained, but also to feel happy working for the brand so that they convey the joy and pride with which the brand should be sold."



A Step Forward (Technology & Innovation)

Ticket Online

Ticket online website www.ticketonline.co.in has been revamped and re-launched in the month of June. This new website aims at making the voucher ordering process easy, convenient and friendly for the customers.



Customers can now enter their orders for *Ticket Compliments*® Gift Vouchers and *Ticket Restaurant*® Meal Vouchers online, track and trace them, view the payment outstanding, generate Proforma invoices and invoices for the processed orders, all online on the website.

This has made the process easy for customers and more accurate for the company as it minimizes errors. The new, revamped, user friendly website is a valuable addition in our services for the customers.

Article of the month



Edenred now shares with end users, clients and employees the article of the month from the People Matters magazine. Every month an article on HR related topics from the People Matters magazine online edition is made available to our visitors on www.edenred.co.in.



Events at Edenred

Total Rewards Conclave

Edenred India was presenting sponsor for the Total Rewards Conclave organised by People Matters in Mumbai on 23rd February, 2011 and Delhi 4th March, 2011. This event was targeted towards HR personnel and decision makers to have an overview on compensation trends set for 2011.



The topics discussed included: The Present and Future of Total Rewards; Building Total Rewards Strategy - New Trends; Linking Pay to Performance; Designing and Administering ESOP Plans; Executive Compensation and Challenges & New Trends in Administration of Compensation & Benefits.



The speakers created a base for knowledge and discussion and contributed in building a solid rewards and compensation strategy and administration for the participants.

Speakers from Edenred included Mr. Sandeep Banerjee, MD and CEO and Mr. Ashutosh Tipnis, Head-HR who shared their views at Delhi and Mumbai conclave respectively.



Edenred Reach Out

Affiliate Visibility Drive for *Ticket Restaurant*® Affiliate Caterers

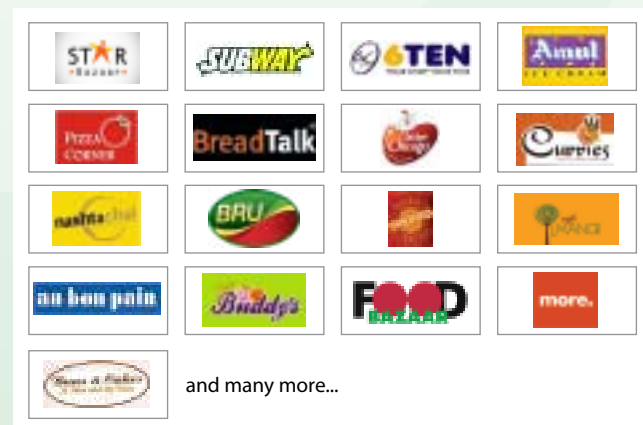


An Affiliate Visibility Drive was conducted by Edenred to create visibility for brand *Ticket Restaurant*® Meal Vouchers. Plastic danglers were distributed at various locations.

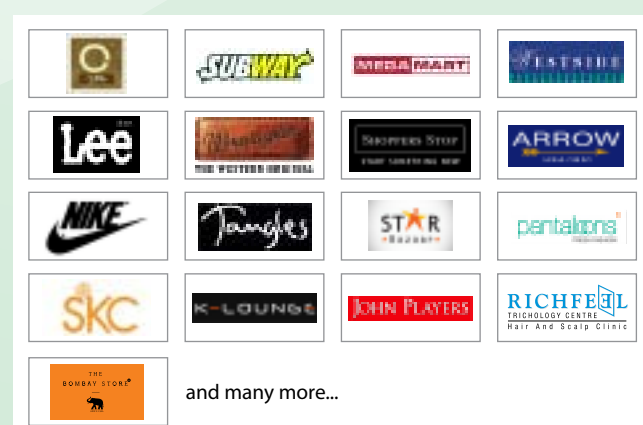


Access Some of Our Newly Added Affiliated Outlets

Ticket Restaurant® Meal Vouchers & Cards



Ticket Compliments® Gift Vouchers





Social Citizen

Earth Day Campaign

Like every year, this year too Edenred celebrated the Earth Day. This year the theme was P.A.P.E.R. - Preserve and Protect Environmental Resource. The emphasis was on 'Save paper to save trees'.

The P.A.P.E.R. campaign ran from 1st May, 2011 to 5th June, 2011. A website was designed www.earthday.co.in and people were invited to join the cause online and participate in the various activities like 'Sharing ideas to save paper', 'Creating best out of waste' and 'Pledging to save paper'. Best three entries were awarded eco-friendly *Ticket Compliments*[®] Gift Vouchers worth ₹3000, ₹2000 and ₹1000 respectively.



Edenred Worldwide

Edenred China releases an innovative and eco-friendly gift solution: mysweetBOX Green

mysweetBOX Green is a new series of mysweetBOX B2B gift solution from Edenred, using e-gift card and online gift catalogue.

Clients can send the e-gift card number of mysweetBOX Green via customized email to their employee/partner/customer, and let them select the favourite gift from 30 gift options listed on the online gift catalogue.

mysweetBOX Green is a paper-less concept as it is 100% online. What's more, for each client choosing the mysweetBOX Green, Edenred commits to plant a tree in partnership with the NGO Roots & Shoots (Shanghai) in their Million Tree Project.



South Africa: Launch of Compliments Exclusive incentive card



After two and a half years of negotiation with MasterCard, Edenred South Africa, in April 2011, successfully launched the first filtered-loop card into the South African market – the Compliments Exclusive incentive card.

The card is acceptable at around 5000 stores countrywide, covering just about everything a cardholder would need.



So We're Good (Client Testimonials, Awards & Achievements)

Patni Computer Systems Ltd.



Ticket Restaurant[®] Meal Vouchers are now going to make work-life easier for over 14,000 employees of Patni Computer Systems. This business is now the 3rd largest stand alone *Ticket Restaurant*[®] Meal Vouchers customer in India.

Wipro Technologies



Accentiv[®] India has won Wipro's Global Employee Rewards & Recognition Program. The program is operational in 55 countries covering 100,000 employees. Some of the key countries include India, US, UK, Australia, China, Brazil and Germany.

Edenred Slovakia implements the FOOD project



Edenred Slovakia is now a member of a multi-national project by the EU and prestigious partners – FOOD.

The project aims to run an informative campaign in Slovakia to educate people on the benefits of balanced food and create optimum conditions for fostering healthy meals both in our working and private lives.

It aims at contributing to combating obesity and decreasing the sickness rate, which would also be positively reflected in the national economy as labour productivity increase.

Your feedback

We'd like to know what you feel about our products and services. Do write in to us with your views and suggestions at: info-in@edenred.com