

Games24x7 partners with Akshaya Patra Foundation; donates 10,000 'Happiness Kits' to beneficiaries of the Mid-Day Meal Scheme



India, December 16, 2021: Games24x7, India's largest online skill gaming platform, commenced their partnership with Akshaya Patra Foundation with an aim to provide 10,000 student beneficiaries of the Mid-Day Meal Schemes (MDMS) with 'Happiness Kits'. These kits contain tools to deliver holistic nutrition, education, and hygiene to the doorsteps of children in alignment with the changing requirements of a pandemic afflicted world.

The company has announced a commitment of INR 6 crores during the current fiscal with a mission to support children across various verticals including facilitating education, eliminating malnutrition, addressing trafficking and empowering students through scholarship programs.

Shri Suhas Wadkar, Deputy Mayor, Brihanmumbai Municipal Corporation (BMC) graced the occasion with his presence and shared his views on the initiative, *"I would like to extend my gratitude to organisations like Games24x7 which support and contribute to society, further strengthening the efforts and various programs institutionalised by the Government. Such contributions have continued to provide support during the pandemic, helping foundations like Akshaya Patra provide holistic nutrition to over 20 crore children."*

During the inaugural ceremony, Mr. Bhavin Pandya and Mr. Trivikraman Thampy, co-founders and CEO's of Games24x7 said, *"Ensuring that our children grow up in caring, nourishing and healthy environments*

where they get the right opportunities to learn, and progress is of critical importance. These must be provided through means that are accessible and can be delivered to their doorsteps. For this, we are delighted to join hands with Akshaya Patra Foundation and join them in their mission to ensure that no child is deprived of education because of hunger.”

Mathan Varkey, National Director and Corporate Partnerships, Akshaya Patra Foundation said, “A survey by IIM Kolkata shows that the average reading score of children who are beneficiaries of the Mid-Day Meal Scheme was 80 percent higher than those who aren’t. My sincere thanks to Games24x7 for this partnership and we envision this being a long-term relationship.”

To create sustainable and lasting change, it is vital for all stakeholders to create such platforms and empower organizations already working at the grassroots level. With this as a first step, Games24x7 hopes to continue to positively contribute towards the cause of child welfare in India.

About Games24x7

Games24x7 is an India headquartered online gaming company with a portfolio that spans skill games (RummyCircle, My11Circle, Carrom) and casual games (U Games). It was founded by New York University trained economists Bhavin Pandya and Trivikraman Thampy in 2006. Backed by marquee investors including Tiger Global and The Raine Group, the company specializes in using behavioural science, technology, and artificial intelligence to provide awesome game playing experiences across all its platforms. Games24x7 operates RummyCircle, the largest online rummy platform in India, and My11Circle, one of the country's top fantasy sports platforms. The company has also set up a casual games’ studio, U Games, to launch new games for the global market.

About The Akshaya Patra Foundation:

The Akshaya Patra Foundation is a not-for-profit organisation that strives to address classroom hunger and malnutrition in India. By implementing the Mid-Day Meal Scheme in Government and Government-aided schools, Akshaya Patra aims to fight hunger and, at the same time, bring children to school. Since 2000, Akshaya Patra has worked towards reaching out to children with wholesome food every single school day. The Foundation is continuously leveraging technology to cater to millions of children. Its state-of-the-art kitchens have become a subject of study and attract curious visitors from around the world.

In partnership with the Government of India and various State Governments and the inestimable support of many philanthropic donors and well-wishers, Akshaya Patra has grown from humble beginnings serving just 1,500 school children across five schools to becoming the world’s largest (not-for-profit run) mid-day meal programme, serving wholesome food to over 1.8 million children from 19,039 schools across 13 states and one union territory in India as of March 2020.