

Games24x7 ropes in Hrithik Roshan as the brand ambassador of RummyCircle

~ Celebrating the skill and passion of every online gaming enthusiast, the actor will feature in the new campaign #RahoEkKadamAage ~



India, January 28th, 2022: Games24x7 announced Hrithik Roshan as the brand ambassador for India's largest online skill gaming platform, RummyCircle. As part of the partnership, Hrithik will be seen in multimedia campaigns by RummyCircle, spanning across TV, digital and social media platforms.

Announcing the association, Bhavin Pandya, Co-Founder and CEO of Games24x7 said, "We are very excited to partner with Hrithik, one of India's biggest stars. Hrithik has had a remarkable career which is an epitome of versatility as he makes the right moves at the right time. His dynamism, talent and widespread appeal have made him really stand out. This resonates well with Games24x7 as we are constantly differentiating ourselves by providing awesome game playing experiences."

Speaking on his engagement, Hrithik Roshan said, "Rummy is a game of skill that requires intellectual acumen, patience, and tact. What I like is that these are the same skills that you need, to overcome the challenges at various points in life. So, in a way, the game is a fun way to build life skills. This campaign highlights that whenever one encounters unexpected difficulties in life, they can overcome it with the

right approach. I am happy to be associated with RummyCircle and Games24x7 for this splendid campaign.”

Initiating the association, the brand will be unveiling the new campaign **#RahoEkKadamAage** starring Hrithik via a high decibel television commercial starting 29th January. The campaign highlights real life scenarios where Hrithik Roshan demonstrates mental dexterity to find a way out of unforeseen situations.

Since its launch in 2009, the online skill gaming platform has partnered with talented personalities to further strengthen its engagement with millions of players across the country. RummyCircle is India’s largest online skill gaming platform for playing the nation’s favourite card game: Rummy. With free to play tournaments as well as cash prizes on offer, RummyCircle provides an opportunity for players to test their skills and adroitness. Excellent UI/UX, customized player journeys and superior technology make RummyCircle an unparalleled destination for players seeking thrill, fun and entertainment.

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.