

Games24x7 partners with Kailash Satyarthi Children's Foundation to support community-level 'Bal Mitra Mandal' programme in Pune

India, August 5, 2022: Games24x7, India's most valuable multi-gaming platform, commenced its partnership with Kailash Satyarthi Children Foundation's (KSCF) community-level programme '**Bal Mitra Mandal**' in Pune. As part of its continuous effort towards child welfare in India, Games24x7 has been associated with KSCF over the last sixteen months to support and drive child-centric community development.

Designed to provide transformative solution towards securing child rights, the flagship 'Bal Mitra Mandal' programme will kickstart its work in Hadapsar ward of Pune Municipal Corporation in four select areas. The sustainable model programme will raise awareness on gender neutrality, education, water, hygiene, sanitation and livelihood amongst children.

Speaking about the initiative and its importance for India, **Mr. Trivikraman Thampy, Co-Founder and CEO, Games24x7**, said, *"Children are the greatest asset of our country and it's our responsibility to provide them with a dignified childhood. Games24x7 is proud to be associated with Kailash Satyarthi Children's Foundation, to positively impact the lives of thousands of children in Maharashtra. We can't change the past, but we believe with the right support, we can empower our children to take control of their future. This partnership will help strengthen our efforts in enabling a safe and child friendly environment to bolster their years ahead."*

To mark the commencement of the flagship program, Nobel Peace Laureate Kailash Satyarthi along with Games24x7 representatives and other dignitaries were present during an event at Vishranwadi on Thursday.

Bal Mitra Mandal is an innovative initiative to curb challenges and difficulties that have a negative impact on children's safety and wellbeing. The program has been designed to prioritise the best interests of children through child-centric development initiatives. Under this initiative, Games24x7 will support KSCF in generating awareness among children, ensuring parents' participation in child welfare activities, engaging with community members, counselling, identifying, and rescuing child labour victims, facilitating their re-enrolment in schools, and promoting education. Through these endeavours, Games24x7 aims to bring about a behavioural change among children and build leadership qualities in them.

About Games24x7:

Founded by New York University trained economists Bhavin Pandya and Trivikraman Thampy in 2006, Games24x7 is an India headquartered online gaming company with a portfolio that spans skill games (RummyCircle and My11Circle) and casual games (U-Games). Backed by marquee investors including

Malabar Investments, Tiger Global and The Raine Group, the company specializes in using behavioural science, technology, and artificial intelligence to provide hyper-personalized game playing experiences across all its platforms. Games24x7 operates RummyCircle, the largest online rummy platform in India, and My11Circle, one of country's top fantasy sports platforms. The company has also set up a casual games' studio, U Games, to launch games for the global market. The diverse, talented, and passionate Games24x7 team is spread across three continents with offices in Mumbai, Bengaluru, Philadelphia, and Miami.

For more information, please visit: www.games24x7.com

About KSCF:

Kailash Satyarthi Children's Foundation (KSCF) founded by Nobel Peace Laureate Kailash Satyarthi is a leader in child protection and child development. It envisions a world free of violence against children and works on an array of issues that affect vulnerable children and their families. Building on Mr. Satyarthi's pathbreaking work of 40 years on promoting and protecting child rights, KSCF works in partnership with multi stakeholders both at the grassroots and global level, with governments, businesses, civil society, communities and children.

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