RummyCircle Unveils Fourth Edition of ‘Raho Ek Kadam Aage’ Campaign Featuring Hrithik Roshan

- **REKA 4.0** highlights the importance of making the right ‘choice’ be it gameplay or in life.
- Action-packed sequences featuring Hrithik Roshan performing parkour stunts to reach the script of his ‘choice’, highlighting the crucial role played by strategic choice to win in life.
- **REKA 4.0** to go big on digital-first engagement with players through popular short-video format platforms.

**India, 03 February 2023:** RummyCircle, India’s strong market leader in the category, launched the fourth edition of its **RAHO EK KADAM AAGE** campaign with brand ambassador Hrithik Roshan, which features exciting action-packed stories of how the star uses his skills to deal with real-life scenarios and his game of online rummy.

Continuing with its underlying theme, the fourth edition of this popular campaign focuses on how foresight, skill, and intelligence are crucial for skilled and responsible gameplay.

The year-long campaign has featured multiple creative films around the central theme of skill gaming using the catch line of **Raho Ek Kadam Aage**, highlighting the use of planning, critical thinking, situational responses, and decision-making, etc, as winning strategies. Four campaigns have been released in a span of a year-long engagement with Hrithik Roshan as RummyCircle’s brand ambassador, regularly infusing new energy into the campaign and sustaining consumer interest.

Commenting on the 4th Edition of the campaign, **Avik Das Kanungo, Associate Vice President- Brand and Marketing Strategy, Games24x7** said “We are thrilled to present the fourth edition in our series of Raho Ek Kadam Aage campaign with Mr. Hrithik Roshan, where he brings his highly skilled and action-packed moves to highlight how he makes the right ‘choice’ to win in life and in rummy. We’ve had an extremely exciting year where we’ve attempted to build the category and reinforce the core brand message of skilled and responsible gameplay while showcasing the thrill of the game. The campaigns have been successful in highlighting RummyCircle as a preferred platform for online rummy where players can hone their gameplay and compete with other skilled players.”

**Speaking about his association with RummyCircle, Hrithik Roshan said,** “I’ve had a fantastic time working on this campaign over the last year. Online Rummy is growing to become a popular form of entertainment and I like how RummyCircle has created a responsible gaming platform. It’s interesting to see how using critical thinking to make the right choice can be applied for success in both life and a game of skill like rummy.”
The film in fourth edition of the #RahoEkKadamAage campaign shows Hrithik set in a surreal space where he equates the importance of choosing the right script, with making the right moves in the game of Rummy. He’s also seen carefully making a ‘choice’ to discard and pick the right cards in the game. The film has been designed by DDB Mudra. The fourth leg of this multi-media campaign will be digitally led and will engage consumers through popular video platforms like YouTube and Sharechat as well as various OTT and social media platforms.

RummyCircle has partnered with several renowned figures since its launch in 2009 to boost its engagement with millions of gaming enthusiasts in India.

Owing to its excellent UI/UX, personalized player journeys, free-to-enter tournaments and cutting-edge technology, RummyCircle is the most preferred platform for players looking for excitement and fun where they can test their skills and abilities in thrilling rummy games.

About Games24x7:
Games24x7 is an online gaming company headquartered in India. Its portfolio includes skill games like Rummy, Fantasy Sports, and Carrom, as well as a platform for casual games called U Games. In 2006, economists Bhavin Pandya and Trivikraman Thampy, both graduates of New York University, established it. The business focuses on utilizing behavioural science, technology, and artificial intelligence to provide an outstanding gameplaying experience across all of its platforms, and it has the backing of notable investors such as Tiger Global, The Raine Group, and Malabar Investment Advisors. RummyCircle, a strong market leader in the category, and My11Circle, India's leading fantasy sports platform, are operated by Games24x7, which has offices in Mumbai, Bengaluru, New Delhi, Philadelphia, and Miami. U Games, a casual games studio, has also been established by the business to release new games to the global market.

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

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