



## **Broadridge to fund Residential Bridge Camp at Hyderabad**

### **Program strives to eradicate child labor and improve education opportunities**

**Hyderabad, India – February 25, 2008** - Broadridge Financial Solutions (India) Private Limited, today announced that it would be funding Rs. 1.2 Crore over a three-year period for the development of a Bridge Camp to be operated by the MV Foundation, which works toward the eradication of child labor in India. The MV Foundation is a not-for-profit organization run by Magsaysay Award winner, Dr. Shantha Sinha and has been in existence since 1981.

MVF has developed a unique and powerful approach to deal with the twin problems of child labor and illiteracy by getting children to enroll in Residential Bridge Camps (RBC). RBC provides a learning platform for children who have been involved in bonded and non-bonded labor activities to train and groom them to enroll into formal schools.

Over the past 15 years the RBC program has expanded to over 500 villages and nearly 150,000 children have been through the programs and enrolled in schools. In addition, the group has worked to see that more than 4,000 bonded child laborers have been released. With support from Broadridge, MVF now plans to extend its program to its First Ever Urban Residential Bridge Camp at Chandrayanagutta, Hyderabad. The camp's aim is to transform the lives of children through residential-based training and education.

Commenting on the occasion, Mr. V Laxmikanth, the Managing Director of Broadridge India, said "We believe that this significant investment from Broadridge is a demonstration of our commitment to social responsibility. While we consistently strive for operational and financial excellence, we also give due focus to the needs of the community where we operate, particularly those who are less privileged."

He continued, "Broadridge India strongly advocates doing the right thing with regard to all people. Our partnership with the MV Foundation for such a program goes beyond financial or material assistance and is aimed at fostering the active participation of our associates and their families so we can all contribute to social causes that merit our attention."

## About Broadridge

Broadridge Financial Solutions, Inc., formerly ADP Brokerage Services Group, with over \$2.0 billion in revenues and more than 40 years of experience, is a leading global provider of technology-based outsourcing solutions to the financial services industry. Our systems and services include investor communication, securities processing, and clearing and outsourcing solutions. Broadridge offers a broad, integrated suite of innovative global solutions across the investment lifecycle and provides a wide range of cost-effective and scalable solutions to the financial industry. Our systems help reduce the need for clients to make significant capital investments in operations infrastructure, thereby allowing them to increase their focus on core business activities. For more information about Broadridge, please visit [www.broadridge.com](http://www.broadridge.com).

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