

PRESS RELEASE

Celebrate Friendship Day and Rakshabandhan with Blue Packets

Tag your friends as Bae Buddy Bro and get free Blue Packets from Hike for your matches

04 August, 2017: Ahead of Friendship Day and Rakhi, Hike Messenger, India's first homegrown messaging platform, launched Bae Buddy Bro, a fun social experience. Now you can tag your friends as Bae or Buddy or Bro and they will do the same for you. **Buddies** are friends who are always there for you; **Bros** are friends who're almost family; **Bae** is the one who you love Before Anyone Else. The excitement is to see what your friends think of you and if it's a match. The experience will last only till 13 August 2017.

Here is how to get started on Hike's Bae Buddy Bro and send Blue Packets:

- Open Hike and go to the Me Tab
- Under Services, go to Bae Buddy Bro
- Select your profile picture and your gender
- You can now view your contacts - your friends as well as your friends' friends
- Tap on the Bae, Buddy or Bro icons to express how you feel
- As you tap and choose, so will your friends. See how many think of you as a Bro, Buddy or Bae.
- If you both choose the same category, it's a match!
- Select your match and send them the specially designed Blue Packets



But there's a catch - you only unlock the names if it is a match. These names will be revealed on the day of the celebration. Buddies on Friendship Day (6 August), Bros on Rakshabandhan (7 August) and Baes on 8 August.

And if it is a match, you can send Blue Packets, beautifully designed envelopes with money, to your matches. To get you started, Hike is giving away free Blue Packets with surprise amounts that can be sent to your matches.

The new Blue Packets for these special days are - Happy Friendship Day, Happy Rakhi, You are an Awesome Sister and I ♥ you. To add to the fun, you can use Hike's live filters and adorable, stickers to make your messages very personal.

On the launch of this quirky social experience, the Hike spokesperson said, *"Hike is a very special place for the youth. Deeply embedded in the Indian culture, it brings festivals and traditions in a fun way to the youth. With Bae Buddy Bro you can celebrate your relationships in a unique manner through our special filters, stickers and Blue Packets"*.

About Hike Messenger:

Hike Messenger is the first messaging and social technology company made with love in India. It simplifies how people connect with others and changes the way they interact with content and services on mobile. It is the only successful Indian messaging platform with scale.

Hike was launched on 12/12/12 and acquired a user base of over 100 million in January 2016. In August 2016, Hike raised its fourth round of funding of USD 175 million led by Tencent and Foxconn at a valuation of USD 1.4 billion, making it the fastest company in the India to attain a valuation of USD 1 billion, having reached the milestone in just 3.7 years. Investors in Hike include Tencent, Foxconn, Tiger Global, Softbank and Bharti. Apart from these, some of the top tech veterans from the Silicon Valley have also invested in the company and are advisors.

Today, Hike has over 300 employees spread across 2 offices in Delhi and Bangalore.

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