



Rahet Bally
It's a Happy Mommy Place

Egypt's Rahet Bally Wins the Cartier Women's Initiative 2020

*Founder & CEO Nadia Gamal El-Din is chosen among 7 winners from
21 finalists*

Cairo, Egypt: 18th June 2020 – Rahet Bally has won the Cartier Women's Initiative for year 2020, as announced virtually on both the Cartier and the Cartier Women's Initiative's websites and social media channels.

Rahet Bally, is an all-inclusive platform to support Egyptian mothers financially, physically, emotionally, and intellectually, both online and in person. It is now recognized as the most impactful women-led business in the entire Middle East & North Africa region.

Nadia was selected by an independent international jury committee amongst thousands of applicants from over 162 countries. Rahet Bally has won as it's making a positive change in the world by promoting good health & well-being, reducing inequalities and building sustainable communities.

“Right after I gave birth, I experienced feelings of isolation and near panic. I was so lost! None of my friends had babies yet. I'm an only child and my mom couldn't remember anything. I recall saying to myself; 'what on earth am I going to do with this baby?'" says Nadia Gamal El-Din, Founder & CEO. “My experience is all too common, not only in Egypt, but around the world. New mothers need a tremendous amount of support as they heal from giving birth and learn to care for a new baby. This intense physical, psychological, emotional, and mental transformation comes with urgent questions, and the isolation of new motherhood can have serious consequences. Up to 20% of new mothers' experience postpartum or perinatal depression, which diminishes their ability to cope with the responsibilities of motherhood.” She added.

Rahet Bally—which translates to “*peace of mind*” in Arabic—was born in August 2014. Nadia started a Facebook group right after she gave birth to her son. She invited professionals, including psychologists, nutritionists, and pediatricians, to answer hashtagged questions.

A mom could ask, “My child has a fever, what should I do? #pediatrician,” and receive an answer immediately. More than 100 professionals and 3,000 moms were using the platform within a month.



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As of early 2020, more than 150,000 women in Egypt have been connected to Rahet Bally platform's services, which encompass financial, physical, intellectual, and social support. Rahet Bally supports a total of 4 million moms/year using both its unground and online services.

Rahet Bally's recently launched, the Cloud, which is a physical space where mothers can rest in napping pods, conduct business in work pods, attend workshops, socialize, and join book clubs while vetted babysitters care for their children.

"With the help of Cartier Women's Initiative, we need to scale, we need to reach every mother out there because she deserves the service and she urgently needs it, I so believe that the happy mom is a happy baby and the entire happy family" Nadia said.

The Cartier Women's Initiative is an international business program created in 2006 by Cartier in partnership with INSEAD Business School to identify, support and encourage businesses led by women entrepreneurs. 21 women entrepreneurs from 6 regions are awarded every year.

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

For interviews, please contact us:

Nadia Fawzy | Media Coordinator | nadia@meacoms.net | +2 01064666457

Hanan Nayel | Media Relations Executive | hanan@meacoms.net +2 0106 228 8284