



Campaign Theme: “RuPay T-20”

Campaign Period: May 5, 2018 to June 30, 2018
60 Days- (both days inclusive)

Campaign Objective: Activate RuPay card users



Launching the top 20 RuPay offers for the year 2018-19









Ensuring instant connection with customers and drive activation of cards through redemption of the offers



Offers have been selected on the basis of high spending in summer season where Travel, Dining, Shopping and Entertainment are among the categories majorly sought by the consumers

RuPay T- 20 Campaign: Key Brands/ Offers

Travel	Food and Dining	Shopping	Entertainment/ Spa
make my trip	 SWIGGY	 SHOPCLUES.COM	book my show
 redBus.in	 foodpanda	 bigbasket	 Four Fountains™ — DE-STRESS SPA —



RuPay T-20 Campaign: Offer Details

Sr. No	Name of the Brand	Category	Offer Details	App/ Website	New/ Existing User	Validity Period	Coupon Code if Applicable
1	Book My Show	Entertainment	80% instant discount on movie tickets	Both	New User	Till 30th June 2018	NA
2	Make My Trip	Travel and Entertainment	Rs.750 off on domestic flights	Both	Both	Till 31st May 2018	MMTRUPAY
3	redBus	Travel and Entertainment	10% instant discount	Both	Both	Till 31st May 2018	RBRUPAY
4	Box 8	Food & Dining	Flat Rs.88 off	Both	Both	Till 31st July 2018	RUPAY88
5	Mojo Pizza	Food & Dining	Flat 40% off	Both	Both	Till 31st July 2018	RUPAY40
6	Big Basket	Food & Dining	20% off on minimum order of Rs. 800	Both	New User	Till 31st December 2018	BBRUPAY
7	Treebo	Travel & Stay	Offer 1-Flat 25% off on hotel bookings Offer 2: Rs. 1000 off on a minimum booking amount of Rs. 4000	Both	Both	Till 31st March 2019	1)RUPAY27 2)RUPAY1000
8	Zoomcar	Car rental	20% off on Zoomcar	Both	New User	Till 30th June 2018	ALRUPAY20
9	Pepperfry	Furniture and Home Décor	Up to 50% off & Additional 5% Discount on Pepperfry.com	Website	Both	Till 30th June 2018	PFRUPAY
10	Faasos	Dining	15% off on Rs. 299/-	Both	New User	Till 31st December 2018	FRUPAY15

RuPay T-20 Campaign: Offer Details

Sr. No	Name of the Brand	Category	Offer Details	App/ Website	New/ Existing User	Validity Period	Coupon Code if Applicable
11	Swiggy	Food & Dining	Get 33% off on your first Swiggy order (Max. Discount - Rs.100)	Both	New	Till 30th June, 2018	RUPAY
12	Shopclues	Online shopping	Flat Rs 400 off on a minimum spend of Rs 2000	Both	Both	Till 30th June 2018	RUPAY
13	Lakme	SPA & Wellness	Rs 200 Off	POS	Both	Till 30th August 2018	NA
14	Four Fountains	SPA & Wellness	400 off on any 60 minutes therapy	POS	Both	Till 30th August 2018	NA
15	O2 Spa	SPA & Wellness	Get 20% discount	POS	Both	Till 30th August 2018	NA
16	VLCC	SPA & Wellness	Offer 1: Pay Rs. 1000 ONLY FOR SERVICES BOOKED FOR 2000/- Offer 2- FLAT 20% OFF on all at home salon services	Website and POS	Both	Till 30th June 2018	Offer 1- RUPAYPNB1000 Offer 2- RUPAYFC20
17	Foodpanda	Food & Dining	Flat Rs.100 off on purchase of Rs.275 and above	Both	New	Till 30 th June, 2018	RUPAY
18	Net meds	Pharmacy	30% off on all medicines (Flat 20% discount and 10% NMSCashback on prepaid orders as soon as it is delivered)	Both	Both	Till 30th June 2018	RUPAY (To be Live)
19	Zivar	Shopping	Upto 20% off on diamond jewellery + additional 5%off	Website	Both	Till 30th June 2018	NA
20	RuPay Buffet offers	Dining	Upto 30% Discount in Buffet on top 250 restaurants across 56 cities.	POS	Both	Till 30th June 2018	NA

RuPay T-20: Creative Themes

Make every innings count by shopping
at home with Big Basket

ONE LIFE. ONE RuPay.



20% OFF ON MINIMUM ORDER OF ₹800
PROMO CODE: BBRUPAY



RuPay
CREDIT | DEBIT | PREPAID

T&C Apply

Feast on some delicious offers
that'll bowl you over.

ONE LIFE. ONE RuPay.



FLAT
₹88 OFF
PROMO CODE:
RUPAY88



FLAT 40%
OFF
PROMO CODE:
RUPAY40



FLAT ₹100
OFF ON
PURCHASE
OF ₹275
AND ABOVE



15% OFF ON
₹299
PROMO CODE:
FRUPAY15



GET 33%
OFF ON
YOUR FIRST
SWIGGY ORDER
(MAX. DISCOUNT - ₹100)

& BUFFET OFFERS

UPTO 30% OFF ON 250+ RESTAURANTS



RuPay
CREDIT | DEBIT | PREPAID

T&C Apply

RuPay T-20: Creative Themes

Get great deals to settle in to your
new furniture for the long innings.



pepperfry.com
HAPPY FURNITURE TO YOU

UP TO 50% OFF & ADDITIONAL
5% DISCOUNT ON PEPPERFRY.COM
PROMO CODE: PFRUPAY



CREDIT | DEBIT | PREPAID

T&C Apply

Watch powerplay performances on the
big screen with blockbuster offers.



book my show

80% INSTANT DISCOUNT ON MOVIE TICKETS



RuPay
CREDIT | DEBIT | PREPAID

T&C Apply

RuPay T-20: Creative Theme

POWERED BY **NPCI**
NATIONAL PAYMENTS CORPORATION OF INDIA

rupay.co.in

Hit it out of the park every time you dress up with the best shopping deals.

ONE LIFE. ONE RuPay.

✓ SHOPCLUES.COM
where real India shops

FLAT ₹400 OFF ON
A MINIMUM SPEND OF ₹2000
PROMO CODE: RUPAY

OTHER OFFERS

30% OFF ON ALL MEDICINES
PROMO CODE: RUPAY

RuPay
CREDIT | DEBIT | PREPAID

T&C Apply

POWERED BY **NPCI**
NATIONAL PAYMENTS CORPORATION OF INDIA

rupay.co.in

Relax at the other end with offers for a well-deserved spa break.

ONE LIFE. ONE RuPay.

LAKMÉ
₹200 OFF

O2 SPA
GET 20% DISCOUNT

Four Fountains™
DE-STRESS SPA
₹400 OFF ON ANY
60 MINUTES THERAPY

VLCC

PAY ₹1000
ONLY FOR
SERVICES
BOOKED WORTH
₹2000
PROMO CODE:
RUPAYPNB1000

FLAT 20% OFF ON
ALL AT HOME
SALON SERVICES
PROMO CODE:
RUPAYFC20

RuPay
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T&C Apply

RuPay T-20: Creative Theme

POWERED BY **NPCI**
नए भुगतान के साथ नए अवसर

rupay.co.in

Make a jewel of a start to every innings
with some amazing schemes.

ONE LIFE. ONE RuPay.

RuPay T20
TOP20 OFFERS

ZIVAR.in

UPTO 20% OFF ON DIAMOND
JEWELLERY + ADDITIONAL 5%OFF

RuPay
CREDIT | DEBIT | PREPAID

T&C Apply

POWERED BY **NPCI**
नए भुगतान के साथ नए अवसर

rupay.co.in

Make the world your playing field
with deals that offer amazing experiences.

ONE LIFE. ONE RuPay.

RuPay T20
TOP20 OFFERS

make my trip
₹750 OFF ON DOMESTIC FLIGHTS
PROMO CODE: MMTRUPAY

redBus.in
10% INSTANT DISCOUNT
PROMO CODE: RBRUPAY

Zoomcar
20% OFF ON ZOOMCAR
PROMO CODE: ALRUPAY20

TREEBO Hotels
FLAT 25% OFF ON HOTEL BOOKINGS
PROMO CODE: RUPAY27

RuPay T20
₹1000 OFF ON A MINIMUM BOOKING AMOUNT OF ₹4000
PROMO CODE: RUPAY1000

RuPay
CREDIT | DEBIT | PREPAID

T&C Apply



Thank You!

