





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

RuPay T-20 Campaign

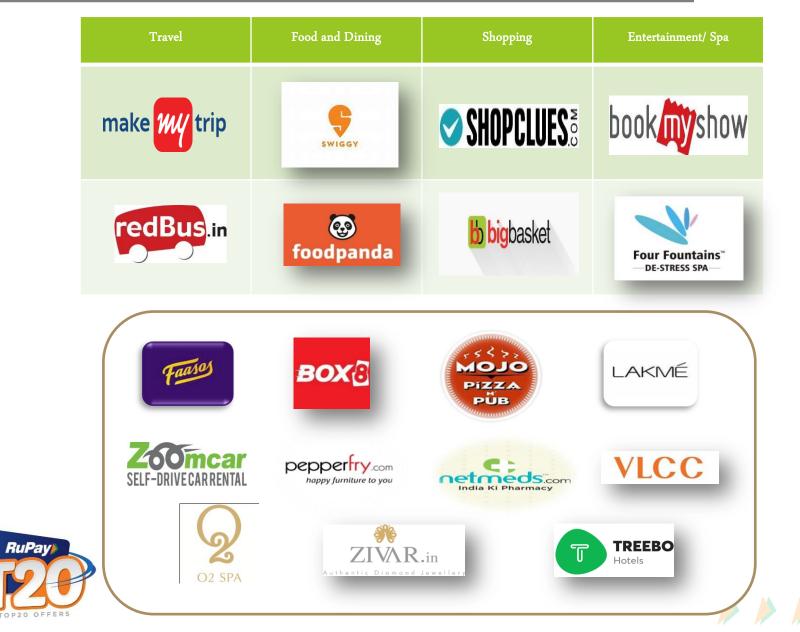




RuPay T- 20 Campaign: Key Brands/ Offers

RuPav)





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 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

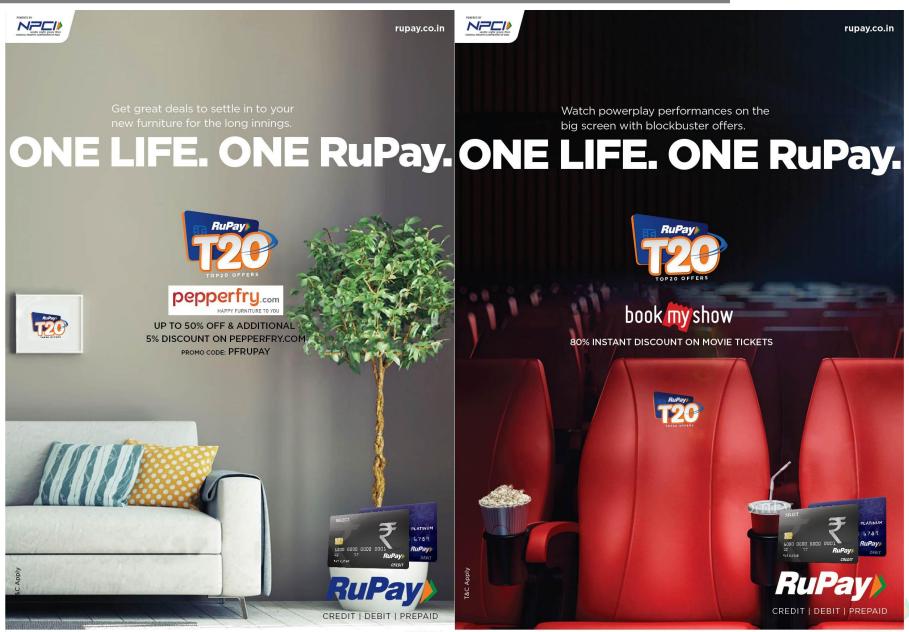
RuPay T-20: Creative Themes





RuPay T-20: Creative Themes

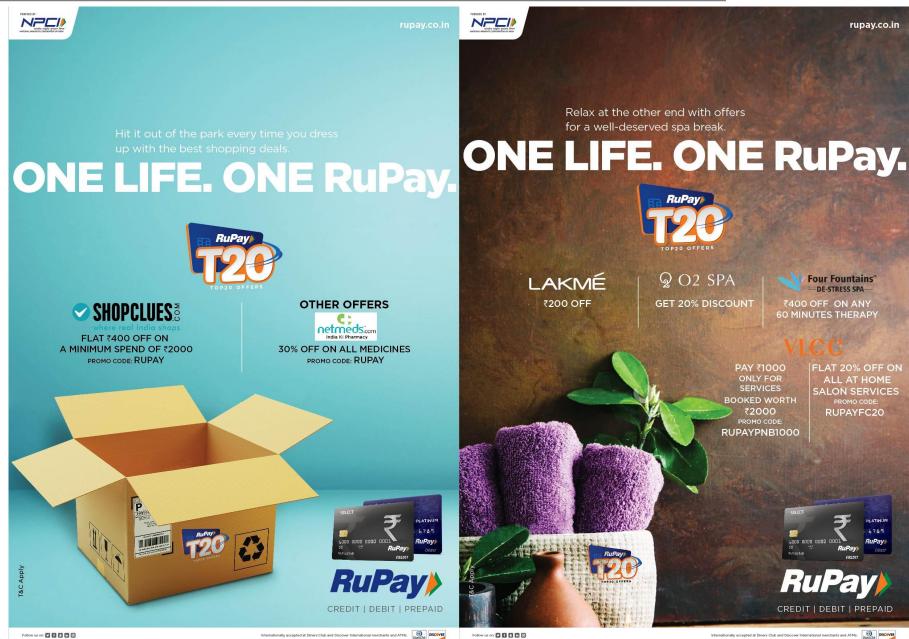




ted at Diners Club and Discover International merchants and ATMs.

RuPay T-20: Creative Theme





RuPay T-20: Creative Theme





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Thank You!



