RuPay T-20 Campaign

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

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

Faasos
BOX8
MOJO PIZZA N' PUB
LAKMÉ
Zoomcar SELF-DRIVE CAR RENTAL
pepperfry.com happy furniture to you
netmeds.com India Ki Pharmacy
VLCC
O2 SPA
ZIVAR.in Authentic Diamond Jewellery
TREEBO Hotels

RuPay T20 TOP20 OFFERS

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 30th 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

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RuPay T-20: Support Required from Banks

Print Ads	Offer communication through print media
ATM Screens	Promotion to be displayed across 140 cities
SMS	To be sent to customers on weekly / regular basis
E-Mailers	To be sent to customers on weekly / regular basis
In-Branch	Employee Communication Posters / Leaflets in branches & ATMs
Social Media	Twitter/Facebook/LinkedIn to be updated on weekly basis
Web-banners	Offer to be displayed on the bank website & mobile app

Thank You!