





















- One of the known and trusted brand in India
- Spread across <u>140+ cities</u> through <u>320+ stores</u> in India
- 3+ Crore footfall on a monthly basis
- Has <u>customers of various segments</u> associated with them
- Owns 4 major retail chains: Big Bazaar, Food Bazaar, eZone, fbb













Empowering the banks to 'Enhance Activation' & usage of RuPay Debit, Credit & Pre-paid Cards

Stickiness of the customer towards Banks'
RuPay Card











RuPay Offer @ Big Bazaar



Campaign Period:

23rd March 2018 to 30th April 2018 - 38 Days- (both days inclusive)

Discount:

10% instant discount will be given to the RuPay cardholders on purchases made for ₹ 1500 or above
The maximum cap for discount is ₹ 250

Txn Amount	Discount	Reason
₹ 800	₹0	Not Eligible
₹ 2,200	₹ 220	10% discount ₹ 220
₹ 2,500	₹ 250	10% discount ₹ 250
₹ 3,500	₹ 250	Maximum discount ₹ 250











RuPay Offer – Terms & Conditions



- ▶ Each unique RuPay card will be provided discount once in a month during the campaign period (March & April)
- ▶ The discount will be eligible on either of the retail chains of Big Bazaar (i.e Big Bazaar, Food Bazaar, eZone, fbb)
- The first transaction with the maximum eligible ticket size will qualify for discount











Illustration of RuPay Offer



Date	Format	Txn Amount
10 th April'18	Big Bazaar	₹ 1,200
20 th April'18	Food Bazaar	₹ 1,800
26 th April'18	E-zone	₹ 3,000

The transaction performed on 20th April'18 at Food Bazaar is the first qualifying transaction, discount will be provided on that transaction only.











Communication Plan: Big Bazaar / NPCI



- Outdoor/Print media communication
- Standees across all the participating stores
- Promotional posters at the Cash counters
- Drop down posters inside the stores promoting the campaign
- Promotional posters / message on the Trollies
- Communication to its customers through Facebook Post & Big Bazaar/RuPay Website























Big Bazaar - In Store Communication



Standee, Poster & Dropdown Creative







Big Bazaar - In Store Communication



Cash Counter & Trolley Creative









Support Required from Banks



Channel	Frequency	Activity
Print Ads	Campaign Period	Offer communication through print media
ATM Screens	Campaign Period	Promotion to be displayed across 140 cities
SMS	Weekly	To be sent to customers on weekly / regular basis
E-mailer	Weekly	To be sent to customers on weekly / regular basis
Branches	Campaign Period	Employee Communication Posters / Leaflets in branches & ATMs
Social Media	Weekly	Twitter/Facebook/LinkedIn to be updated on weekly basis
Bank Website / Mobile App	Campaign Period	Offer to be displayed on the bank website & mobile app













Thank You

