



RuPay

BIG BAZAAR
Making India Beautiful

BIG BAZAAR
NAYE INDIA KA BAZAAR

FOOD BAZAAR

@zone
TOGETHER. FOREVER.

fbb
INDIA'S FASHION HUB



- One of the known and **trusted brand** in India
- Spread across **140+ cities** through **320+ stores** in India
- **3+ Crore** footfall on a monthly basis
- Has **customers of various segments** 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

 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

- 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

Date	Format	Txn Amount
10 th April'18	Big Bazaar	₹ 1,200
20th 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.

- 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 Trolleys
- Communication to its customers through Facebook Post & Big Bazaar/RuPay Website

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NPCI
भारतीय राष्ट्रीय भुगतान निगम
NATIONAL PAYMENTS CORPORATION OF INDIA



ONE LIFE. ONE RuPay.
ONE AMAZING 10% DISCOUNT
AT BIG BAZAAR.



Applicable at:
BIG BAZAAR **fbb** **ezone**
Minimum spend: Rs 1500 | Maximum discount: Rs 250

RuPay
CREDIT | DEBIT | PREPAID

Ask your bank for a RuPay Card.
For details, visit npci.co.in | Follow us on 

Internationally accepted at Discover and
Diners Club International merchants and ATMs. 

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Standee, Poster & Dropdown Creative

rupay.co.in

Enjoy exclusive **BIG BAZAAR**

10%

discount at Big Bazaar
by using your RuPay Card



RuPay
CREDIT | DEBIT | PREPAID

*Terms & Conditions apply

Offer also available at:

fbb **ezone**
INDIAN FASHION CLUB TOGETHER, FOREVER

Ask your bank for a RuPay Card. Internationally accepted at Discover and Diners Club International merchants and ATMs.

 



Cash Counter & Trolley Creative

Enjoy exclusive

10%

discount on your RuPay Card

RuPay

CREDIT | DEBIT | PREPAID

Terms & Conditions apply

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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

