



**2021 will be  
BIGGER & BETTER**



# Objectives for RuPay Festive Carnival 2021

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Establish RuPay  
Festive Carnival  
as a premium  
annual property



Create more  
value for RuPay  
Cardholders



Partner with  
category leader  
merchants



Create Exclusive  
proposition for  
RuPay Credit Card



## RuPay Festive Carnival

Electronics & Appliances

Personal Grooming

Home & Living

Online shopping for fashion clothing

Health & Wellness

Grocery & Daily needs

# Goodness calls for thoughtful rewards.

Choose the best from a range of categories.

Dining and online food delivery



Accepted in 195+ countries.  
Activate your RuPay card before travelling internationally.

For more information, visit: [rupay.co.in](https://rupay.co.in)

# Capitalize on Shubh Aarambh – Ganesh Chaturthi to Kickstart



Sept' 2021	Ganesh Chaturthi	10 <sup>th</sup> – 20 <sup>th</sup> Sept 2021	Shopping, Dining/ Food Delivery, Sweet Shops, Home Decor
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## Top Merchants to be promoted

- Snapdeal
- Homecenter
- Uber
- Sweet Truth
- Ajo





# Customized Creative for Banks

This Ganesh Chaturthi,  
#CelebrateTheGoodness  
of togetherness

T&C Apply

**RuPay Festive Carnival**



**15% Discount**  
on purchase up to ₹500  
Max Discount upto ₹150

Validity: 30th September 2021



**Get 30% off**  
on first 2 trip  
Upto ₹75

Promo code: RUPAYATUBER

Validity: 30th September 2021



**Up to 50% off**  
+ Additional  
₹4000 off

Promo code: HCIN4K

Validity: 30th September 2021

**AJIO**

**₹600 off**  
on purchases up  
to ₹2000

Promo code: RUPAY600

Validity: 31st October 2021

*Sweet Truth*  
SWEET TRUTH

**Get 35% off up**  
to ₹100 on orders  
above ₹249

Promo code: RUPAYST35

Validity: 31st March 2022

**RuPay**

Accepted in 105+ countries.  
Activate your RuPay card before travelling internationally.

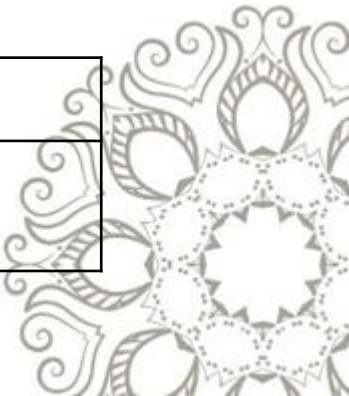
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## Regional Calendar

Month	Occasion	Campaign Period	Focus Categories
Sept' 2021	Ganesh Chaturthi	10 <sup>th</sup> – 20 <sup>th</sup> Sept 2021	Shopping, Dining/ Food Delivery, Sweet Shops, Home Decor
Oct' 2021	Durga Pooja	10 <sup>th</sup> -15 <sup>th</sup> Oct 2021	Dining, LFR, Shopping, Jewellery, Sweet Shops
Oct' 2021	Navratri	7 <sup>th</sup> – 14 <sup>th</sup> Oct 2021	Shopping, QSR/Food Delivery, Wellness
Oct' 2021	Dusshera	13 <sup>th</sup> -15 <sup>th</sup> Oct 2021	Electronics, Car Service, Shopping

## Special Days

Month	Occasion	Campaign Period	Focus Categories
Nov' 2021	Children's Day	10 <sup>th</sup> - 14 <sup>th</sup> Nov 2021	Edutech, Toys, Stationery



## National Calendar

Month	Occasion	Campaign Period	Focus Categories
Sept' 2021	IPL	19 <sup>th</sup> Sept - 10 <sup>th</sup> Oct 2021	Food Delivery, QSR, Apparels,
Nov' 2021	Diwali/ Dhanteras	1 <sup>st</sup> Nov- 6 <sup>th</sup> Nov 2021	LFR, Dining/Food Delivery, Apparels, Travel, Jewelry, Home improvement, Car Servicing, Kitchen Appliances
Dec' 2021	Christmas and New Year	15 <sup>th</sup> Dec 2021 - 15 <sup>th</sup> Jan 2022	Food Delivery, Ecom & Apparels, Hospitality, Travel, Gifting, Home Improvement





# Support Required -Touching the Customers & Employees

SMS- offer promotion

Email –Offer Promotion

Social Media Offer promotion

Internet Banking Banner update

Bank Employees Awareness mailer

Bank Branch Awareness

Bank ATM Screen Display



**Touchpoints for Customer Engagement**





# Promotion Frequency

Channel	Frequency	Activity
ATM Screens	Campaign Period	Promotion to be displayed across all 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
Hoarding / Newspapers	Festive Time	Big impact items for maximum outreach. Creative support from NPCI will be provided



# Glimpse of Individual Offer Creatives

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

**#CelebrateTheGoodness**  
of shopping conveniently at  
the comfort of your home.

**RuPay**

**AJIO**

**Get a discount of ₹600**  
on a minimum order of  
₹2000 from Ajio.

**Promo code: RUPAY600**  
Valid till 31<sup>st</sup> October 2021

Accepted in 195+ countries.  
Activate your RuPay card before travelling internationally.

For more information, visit: [rupay.co.in](https://rupay.co.in)

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

**#CelebrateTheGoodness**  
and sweetness of  
delicious desserts.

**RuPay**

**Sweet Truth**  
Under Bitterness

**Get 35% off up to ₹100** on  
orders above ₹249 while  
ordering from Sweet Truth.

**Promo code: RUPAYST35**  
Valid till 31<sup>st</sup> March 2021

Accepted in 195+ countries.  
Activate your RuPay card before travelling internationally.

For more information, visit: [rupay.co.in](https://rupay.co.in)



# Glimpse of Individual Offer Creatives

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

#CelebrateTheGoodness  
of your favourite meals



**RuPay**

**RuPay Festive Carnival**



**Get 50% discount for using  
RuPay Cards on your first  
Swiggy order**

**Promo code: RUPAYNEW**  
Valid till 30<sup>th</sup> September 2021

Accepted in 195+ countries.  
Activate your RuPay card before travelling internationally.

For more information, visit: [rupay.co.in](https://rupay.co.in)

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

#CelebrateTheGoodness  
of looking sharp every day!



**RuPay**

**RuPay Festive Carnival**

**lifestyle**  
YOUR STYLE. YOUR STORE.

**Avail up to 50% off  
+ Additional 15% off on  
your order from Lifestyle.**

**Promo code: LIFEIN5**  
Valid till 30<sup>th</sup> September 2021

Accepted in 195+ countries.  
Activate your RuPay card before travelling internationally.

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# Glimpse of Individual Offer Creatives

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

When in doubt, go shopping!  
#CelebrateTheGoodness  
of shopping



**RuPay**

**RuPay Festive Carnival**



**Get Flat 15% discount\***

Promo code: **RUPAY15**  
Valid till 31<sup>st</sup> December 2021

Accepted in 195+ countries.  
Activate your RuPay card before travelling internationally.

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

#CelebrateTheGoodness  
of your favourite meals



**RuPay**

**RuPay Festive Carnival**



**Get up to 50% off + Additional  
₹4000 off on your order  
from Homecentre.**

Promo code: **HCIN4K**  
Valid till 30<sup>th</sup> September 2021

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# TOP Brand Offers Live for RuPay Festive Carnival 2021



# More to come for RuPay Festive Carnival 2021



spencer's



**Khadim's**

Sweet Bengal



TITAN



Radisson  
HOTELS & RESORTS



fabindia  
CELEBRATE INDIA

archies

Manyavar

NYKAA  
Your Beauty. Our Passion.

bigbasket

boAt



asics



Prestige



CHAI POINT

3M



WESTSIDE

noise



me n moms

EaseMyTrip.com

**Thank you!**

