

UPI users and RuPay card holders to get additional discounts on GrabOn

Mumbai: India's leading coupons and deals company GrabOn has tied up with National Payments Corporation of India (NPCI) for offering additional discounts on Gift Cards for Unified Payments Interface (UPI) users and RuPay card holders as a festive season offering for Diwali.

GrabOn has recently moved into the Gift Cards space citing a massive 3X year on year growth of the gift card industry as a lucrative opportunity. This new venture is expected to bolster the profit margins of GrabOn by 20%, pushing them and the coupons & deals space towards a brighter future. With an aim to win over 40% of the Gift Cards space by 2020, GrabOn hopes to establish itself as an irreplaceable shopping companion for every Indian shopper in the next 5 years.

The offer will be available on GrabOn Gift Cards platform from October 22nd to November 10th. Users can expect to get additional discount on categories such as Travel, Lifestyle, eCommerce shopping, Fashion, Retail and many more. Through this partnership, GrabOn aims to increase its gift card sales during the festival period where there is a spike in Gift Cards sale as offering.

“With the multi-fold increase in user base of UPI and RuPay card holders our partnership with NPCI will help us to increase our Gift Card sales and also attract new customer base from Tier-2 and Tier-3 market,” says Mr. Ashok Reddy, Founder and CEO of GrabOn.

Mr. Kunal Kalawatia, SVP – Marketing, National Payments Corporation of India said, “With the objective to drive consumer stickiness and deliver value, through this strategic partnership with GrabOn we are offering additional benefits to our 550 million plus RuPay card holders and BHIM-UPI users.”

About NPCI:

National Payments Corporation of India (NPCI) was set up in 2009 as the central infrastructure for various retail payment systems in India and was envisaged by the Reserve Bank of India (RBI) as the payment utility in the country. From a single service of switching of interbank ATM transactions through National Financial Service, the range of services has grown to Cheque Truncation System, National Automated Clearing House (NACH), Aadhaar Enabled Payment System (AePS), USSD based *99#, RuPay card, Immediate Payment Service (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), BHIM Aadhaar, National Electronic Toll Collection (NETC) and Bharat Bill Pay.

For more information please check: www.npci.org.in , www.bhimupi.org.in , www.rupay.co.in and www.bharatbillpay.com

GrabOn:

GrabOn founded in September 2013 is India's #1 coupons and deals marketplace. With over 3500+ merchants, it helps you save big while shopping online by providing the latest offers



and deals on recharge, fashion, electronics, food, entertainment, travel and many more. It has recently diversified into the Gift Cards market and aims to win over 40% of the Gift Cards space by 2020, and establish itself as an irreplaceable shopping companion for every Indian shopper in the next 5 years.

Website: <https://www.grabon.in/>, <https://www.grabon.in/gift-cards/>