



RuPay Secures Naming Rights for Zomaland Season 5

- *RuPay Zomaland Season 5 travels to seven cities, featuring international and national chefs, curated menus, new ticket categories, and more.*
- *RuPay cardholders can exclusively access presale tickets on the District app from 12 PM on 29 November 2024 to 12 PM on 4 December 2024.*

Mumbai, 27 November 2024: Zomato Live has announced the fifth season of RuPay Zomaland, one of India's most anticipated food and entertainment festivals. This event brings together the best in food, live entertainment, music, and games. RuPay is the first partner to have its name seamlessly integrated into Zomaland's entire framework, marking a unique collaboration.

As part of the Integrated Logo Unit (ILU), this edition of Zomaland will feature RuPay-exclusive zones and lanes, showcasing the brand's dedication to innovation and consumer-centricity. This partnership allows RuPay to directly connect with a young, dynamic audience and reinforces its commitment to promoting positive lifestyle choices.

This season, RuPay Zomaland will kick off in Delhi on 18 January, 2025, and will travel to seven cities across India, including Mumbai, Bengaluru, Pune, Kolkata, Jaipur, and Indore. Prepare for an unforgettable experience with a unique blend of food, entertainment, music, and games.

Speaking on the partnership **Ramesh Yadav, Chief Marketing Officer, NPCI**, said *"We are happy to collaborate with Zomato for the fifth season of Zomaland, which promises a mix of innovation and immersive experiences. It allows us to tweak consumer engagement with RuPay-exclusive zones, express lanes, and curated premium experiences. We believe in transforming each touchpoint to connect with digitally savvy and socially active users. The partnership cements our commitment to making RuPay synonymous with unforgettable moments and enabling good lifestyle choices for cardholders."*

Commenting on the Zomaland Season 5, **Zeenah Vilcassim, CEO, Zomato Live**, said *"We're thrilled to mark five incredible years of Zomaland. This isn't just a festival, it's a celebration of India's diverse food heritage and how integral it is to our modern culture. The success of the fourth season set a new benchmark, and we are super excited for what's to come this season. We've gone bigger and bolder this season, featuring premium experiences with curated food tastings by some of the most exciting restaurants in the country, new ticket categories, and both a main stage and a brand new workshop stage. From exclusive dining experiences to electrifying entertainment, RuPay Zomaland Season 5 will be an immersive celebration of all things food and culture. We're looking forward to switching the 'Feast Mode On' with everyone this season!"*

RuPay Zomaland Season 5 will host various culinary maestros who will bring their global expertise to the Indian stage through masterclasses, offering attendees a truly unique and unforgettable dining experience. Elevating the festival experience further, Zomaland will feature premium, top-pick, and legendary restaurant partners to tantalize taste buds and



showcase the best of Indian and international cuisines with personalized menus for festival attendees.

The presale of tickets for the festival will be exclusively available for RuPay cardholders on the District app from 12.00 PM on 29 November, 2024 till 12 PM on 4 December, 2024. Following this, the tickets will be available for general purchase starting 12 PM on 4 December, 2024 on the District app. Download the District app now!

Festival Schedule:

- 18th & 19th January - New Delhi
- 1st & 2nd February – Pune
- 15th & 16th February - Mumbai
- 22nd & 23rd February - Jaipur
- 1st & 2nd March - Kolkata
- 15th & 16th March - Bengaluru
- 22nd & 23rd March – Indore

About NPCI:

National Payments Corporation of India (NPCI) was incorporated in 2008 as an umbrella organisation for operating retail payments and settlement systems in India. NPCI has created a robust payment and settlement infrastructure in the country. It has changed the way payments are made in India through a bouquet of retail payment products such as RuPay card, Immediate Payment Service (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), Aadhaar Enabled Payment System (AePS), National Electronic Toll Collection (NETC) and Bharat BillPay.

NPCI is focused on bringing innovations in the retail payment systems through the use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payment solutions with nationwide accessibility at minimal cost in furtherance of India’s aspiration to be a fully digital society.

For more information, visit: <https://www.npci.org.in/>

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