

RuPay card offers attractive discounts at Big Bazaar stores

Mumbai: Over 440 million RuPay debit and credit card holders in the country can avail discount of 10 per cent on purchases made at retail stores of Future Group namely Big Bazaar, Food Bazaar, eZone and fbb. The offer is valid from Friday (March 23, 2018) till April 30, 2018.

This offer launches with, and is applicable over and above the 'Free Shopping Weekend' campaign by Future Retail scheduled from Friday to Sunday (March 23 to March 25) under which a customer is entitled to receive free gift vouchers and goodies worth Rs. 2,000 on purchases made for an equal or higher amount. This means a RuPay card holder is at a greater benefit because if they shop for Rs. 2,000, they will get a 10 per cent discount on Rs. 2,000 plus gift vouchers and goodies worth Rs. 2,000. RuPay card holders can avail discount of 10 per cent on purchases made for Rs. 1500 or above and the maximum cap for discount is Rs 250.

Mr. Kunal Kalawatia, SVP - Marketing & Branding, National Payments Corporation of India (NPCI) said, "We are constantly enhancing the value proposition of RuPay cards for our customers and the tie-up with Future Retail is a step forward in this direction. This collaboration with Big Bazaar is aligned with our efforts to benefit both the RuPay and Future Retail customers."

Mr. Sadashiv Nayak, Chief Executive Officer, Big Bazaar said, "Future Group has always believed in understanding and meeting the aspirations and changing needs of the customer through wide assortment and extremely affordable prices. We are constantly creating newer ways and collaborations to ensure that our customers enjoy the best value for their purchases and we strongly believe that our association with RuPay will enhance their shopping experience."

Under the offer, each RuPay card holder will be provided discount once in a month during the campaign period and the discount will be applicable on either of the retail chains of Future Retail namely, Big Bazaar, Food Bazaar, eZone and fbb. The first RuPay card transaction in a month, with the minimum ticket size of Rs 1,500 will be qualified for 10 per cent discount.

About RuPay:

RuPay is the first-of-its-kind domestic Debit and Credit Card payment network of India, with wide acceptance at ATMs, POS devices and e-commerce websites across India. Currently, there are about 400 offers on RuPay which includes dining, travel, entertainment etc. apart from in-built programs like insurance cover, complimentary airport lounge access and cashbacks on utility bills.

For more information on RuPay please check: www.rupay.co.in

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

About Future Group:

Future Group is home to some of the leading consumer businesses in the country. It owns and markets over a hundred brands in the food, FMCG, fashion and homeware segments that cater to almost every category and consumer segments in the country. The group also operates some of the country's most popular retail chains including Big Bazaar, EasyDay, Heritage, Nilgiris, FBB, Central, Brand Factory, eZone and Home Town, among others that collectively attract over 400 million customers visits annually. Big Bazaar is ranked among 14th among the Most Trusted Brands in the country, as adjudged by Nielsen-The Economic Times surveys.

Future Retail Limited, the flagship company of the group, operates Big Bazaar and neighbourhood store chains, EasyDay and Heritage. Future Lifestyle Fashions Limited focusses on the building fashion brands and fashion retail chains, Central and Brand Factory. Future Consumer Limited specializes on the FMCG sector and markets a wide range of brands in food, home and personal care segment. Each of these companies are publicly traded on National Stock Exchange and The Stock Exchange, Mumbai.

Future Group's businesses employs over 55,000 people directly and impacts the livelihoods of more than a million people in the country. Through its businesses in the consumer space, Future Group hopes to bring happiness, sustainability and economic value creation in the country. It abides by its corporate maxim, 'Rewrite Rules, Retain Values.'

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