

# Prepaid & Gift Card



## MERCHANT MANAGEMENT

- Product ownership
- Brand extension
- Increase footfall and sales
- Full upfront payment against gift card sales
- Bulk gift cards sales to corporates
- Additional revenue from fee charged for lost/replaced cards
- Partnership opportunity with banks for gift card sales

## MERCHANT BENEFITS AND SERVICES

- Increase footfall
- Increase sales
- Leverage marketing done by Merchant Management
- All transaction reports will be shared through excel format.
- POS machine provided
- Merchant staff training & services will be provided

## Benefits of our Gift Card

## CUSTOMER

- Gift friend/family an electronic Mall Gift Card
- Displace use of Cash/Credit/Debit cards
- Increase repeat visits
- Mobile App for: Transaction details & Card balance, etc.
- Stay informed about new offers and promotions

# Loyalty Programs

## Features

- Point accrual and redemption
- Can be made available to single merchant or a group of merchants
- Check Card point balance
- Check transactional history for loyalty cards
- Our mobile app where customer can view list of stores offering what discounts
- Pop up notifications from the mall management or merchants anytime on mobile app

## Discount Management Tool

Engage your merchant partners & promote footfall through special promotional offers and provide insights

Value proposition for a group of outlets, Mall Management, Banks to offer discount on their cards

