



Exclusive Cashback Offer

Oct'20



amazon pay | Recharge Category offer

Offer Period : 1st to 31st Oct'20

Offer Details :

Get flat ₹50 cashback on Vi Recharge of ₹299 and above

SMS URL :

Vodafone : <https://amzn.to/2vnlRts>.

Idea : <https://amzn.to/38eIT6C>.

(The customer would be redirected to landing page with Offer TnC post clicking on the URL)

Offer Terms and Conditions

- 1) The cashback offer is collect offer for which the customer needs to visit the rewards page (on the home page) to collect the offer & then recharge.
- 2) The offer is valid for
 - Vi customers who are registered users and recharging through AZ-Pay
 - Vi customers who are registered users but non-rechargers on AZ-Pay
- 3) Offer not applicable to customers who download the Amazon pay app for the first time ever and recharge for 299 and above
- 4) Cashback will be credited within 3 business days post the successful recharge transaction the Amazon Pay wallet.

Amazon Pay Recharge Page

amazon.in prime

amazon pay

MOBILE RECHARGE

Flat Rs.50 cashback

On minimum Rs.299 Vi recharge.
Valid on first recharge till 31st Oct'20

*T&C apply

Enter a 10 digit Mobile number

Operator, Circle

Enter Plan Amount [View plans](#)

Pay

[Help and FAQs](#)



Recharge Category Offers

Oct'20



amazon pay | Recharge Category offer

Offer Period : 1st to 31st Oct'20

Offer Details :

Get daily rewards upto ₹ 100 on VF & Idea recharges
(Min recharge value would be ₹ 75)

Customer can be eligible for any of the below offers depending on their segment:

Amazon Pay Cashback: 100% upto ₹50 (On UPI Recharges)

Or

Vouchers –Shopping| Money Transfer| Merchant coupons offer worth upto ₹ 100

SMS URL :

Vodafone : <https://amzn.to/2vnlRts>.

Idea : <https://amzn.to/38eIT6C>.

(The customer would be redirected to landing page with Offer TnC post clicking on the URL)

Offer Terms and Conditions

- The offer is applicable on the daily first recharge of min value of ₹75
- Cashback will be credited within 3 business days post the successful recharge transaction in the Amazon Pay wallet.
- Offers (shopping) will be unlocked over email or SMS post the successful recharge transaction
- Post receiving an email, notification or SMS with the unlock offer link, customers need to collect the unlocked offers to avail the same

Amazon Pay Recharge Page

The screenshot displays the Amazon Pay mobile app interface for mobile recharges. At the top, the status bar shows signal strength, battery level, and the time 01:07. The app header includes the Amazon.in Prime logo, a search icon, a microphone icon, and a shopping cart icon. Below the header, the 'amazon pay' logo is prominently displayed. The main section is titled 'MOBILE RECHARGE'. A promotional banner for 'Amazon Pay UPI offer' states '100% cashback upto Rs50 on Mobile or DTH recharge using Amazon Pay UPI, on 1st transaction...'. Below the banner, there are three input fields: 'Enter a 10 digit Mobile number' with a phone icon, 'Operator, Circle', and 'Enter Plan Amount' with a 'View plans' link. A large yellow 'Pay' button is positioned below these fields. At the bottom of the page, there is a 'Help and FAQs' link.

Paytm | Recharge Category Offer

Offer Period : 1st to 31st Oct'20

Offer Details :

Get upto ₹150 Cashback on Vi recharges se Code: VIL150

(Min recharge value would be ₹ 100)

SMS URL :

Vodafone : <https://m.paytm.me/V150>

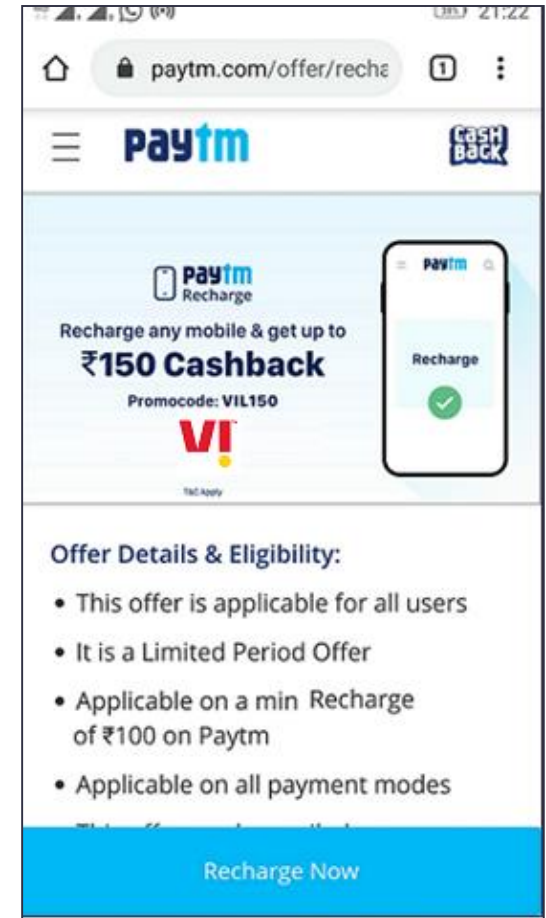
Idea <https://m.paytm.me/I150>

(The customer would be redirected to landing page with Offer TnC post clicking on the URL)

Terms and Conditions

- Offer applicable on Vi recharges of min. ₹100
- Customers would have to apply the code VIL150 to eligible for 3 cashback vouchers.
 - 1st Voucher : 5% upto ₹50 applicable on DTH Recharge on minimum order value of ₹100; Valid for 30 days from date of issuance
 - 2nd Voucher : 3% upto ₹50 applicable on Electricity Bill Payment on minimum order value of ₹100; Valid for 30 days from date of issuance
 - 3rd Voucher : 5% upto ₹50 applicable on Mobile Prepaid Recharge on minimum order value of ₹98; Valid for 28 days from date of issuance
- Customers can redeem the vouchers DTH, Electricity and Mobile Prepaid on his subsequent recharge or bill payment
- Customers can use these vouchers in any order (i.e., Electricity first, then DTH & Mobile Prepaid).
- Vouchers (unique codes) will be communicated through Email and SMS to users,
- Vouchers will also be visible in the "Promos for you" section of respective category
- Additionally, the vouchers will also be visible in the Vouchers & Deals tag under Cashback section
- Paytm reserves its absolute right to withdraw and/or alter any terms and conditions of the offer at any time without prior notice.

Paytm Offer Landing Page



Paytm | Recharge Category Offer –New digital users

Offer Period : 1st to 31st Oct'20

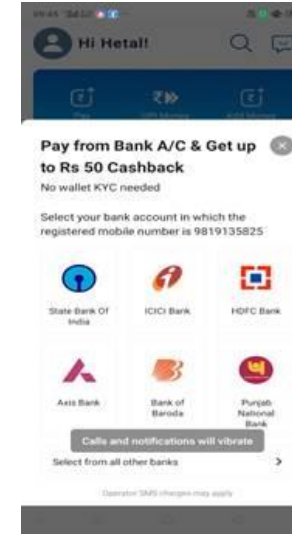
Offer Details :

Get 100% cashback upto ₹50 on first Vi recharges Use Code: FIRST
(Min recharge value would be ₹ 48)

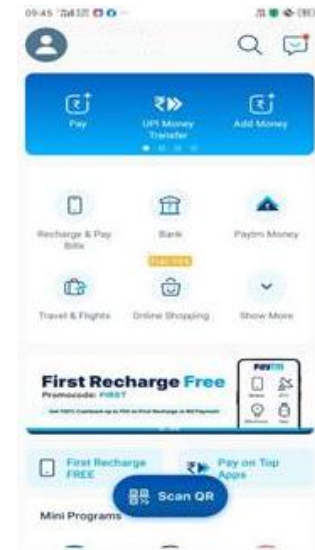
Terms and Conditions

- Offer will be valid only for Vi customers who have never done any transaction on Paytm and do their **first ever Recharge txn on Paytm App using UPI**.
- Offer is valid once per user
- User has to apply the Promocode in the Apply Promocode “**FIRST**” section before proceeding with the payment
- Cashback will be credited in the customers linked Bank a/c with Paytm within 24 hours of completing successful eligible transaction
- If the users Bank A/c is not linked with Paytm, they can link it within 30 days of using the promo code by clicking on UPI Money transfer icon at the top of Paytm home screen and completing the steps thereafter. Post successful linking of Bank A/c, cashback will be credited within 24 hours in the account
- Paytm reserves its absolute right to withdraw and/or alter any terms and conditions of the offer at any time without prior notice.

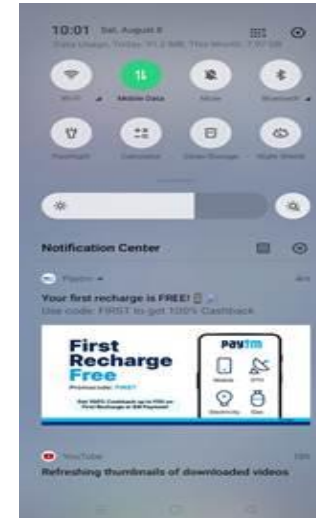
UPI registration page



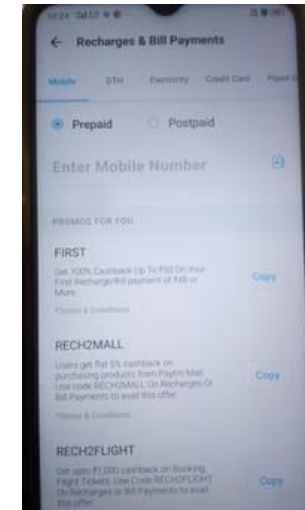
Offer Banner



App Notification



Display on Recharge Page





Digital Campaign Offers

Target Segment : Digital Propensity Base

Oct'20



Paytm | Cashback Offer for All users

Offer Period : 1st to 31st Oct'20

Offer Details :

Get upto ₹50 Cashback on Vi recharges Use Code: VIL50
(Min recharge value would be ₹199)

SMS URL :

Vodafone : <https://m.paytm.me/V50>

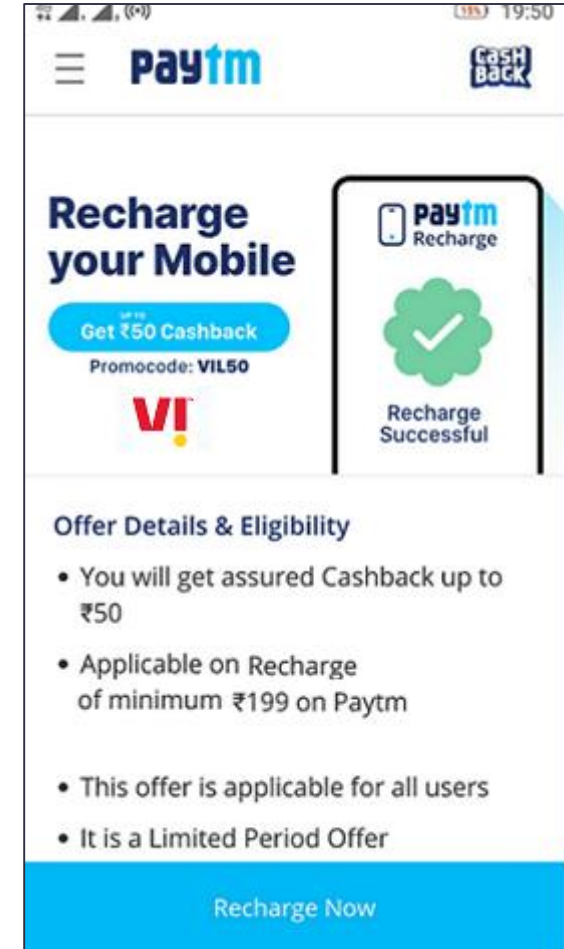
Idea <https://m.paytm.me/I50>

(The customer would be redirected to landing page with Offer TnC post clicking on the URL)

Terms and Conditions

- Valid for new & existing Vi users
- Offer applicable on min. recharge of min ₹199 & above on Paytm
- Customer has to apply the **Promocode** : VIL50 to eligible for the cashback offer
- Customer would be eligible for cashback between ₹10 - ₹50
- Cashback would be credited in the Paytm wallet within 24 hrs.
- Paytm reserves its absolute right to withdraw and/or alter any terms and conditions of the offer at any time without prior notice.

Paytm Offer Landing Page



PhonePe | Cashback Offer for New digital users

Offer Period : 1st to 31st Oct'20

Offer Details :

Get Flat ₹ 50 cashback on Vi recharges

(Min recharge value would be ₹ 100)

SMS URL :

Link for Idea - <https://phon.pe/4guz0dhy>

Link for Vodafone - <https://phon.pe/himidg7n>

(The customer would be redirected to landing page with Offer TnC post clicking on the URL)

Customer Journey

- Customer would get the promotional SMS from VIL with the Phone Pe link.
- Customer will have to click on the link in the SMS in order to get whitelisted for the offer
- Post clicking on the SMS link if the customer has installed the PhonePe app he would be redirected to the recharge section
- Post clicking on the SMS link if the customer does not have the PhonePe app installed he would be directed to Google Play to download the app
- Since he has downloaded the app for the first time the offer banner would be displayed along with the TnC

Offer Terms and Conditions

- Offer will be valid only for customers who have never done any transaction on PhonePe & do their first transaction post clicking on the link shared by VIL
- Offer will be valid on min recharge value of ₹ 100
- Cashback would be credited in the customers PhonePe wallet within 24 hrs.

PhonePe – Offer Promotion

High visibility banner slots on Category & Offer page for users who come on the PhonePe app by clicking on the link and are eligible for the offer.





Circle Specific Offers

Oct'20



PhonePe | Cashback Offer for New digital users

Offer Period : 1st to 31st Oct'20

Offer Details :

Get Flat ₹ 100 cashback on Vi recharges
(Min recharge value would be ₹ 100)

Customer Journey

- Offer valid for the 10 Circles – KER,TNC,KOL,BHJ,PUH, UPE,UPW,ROB.MPCG,GUJ
- Customer would get the promotional SMS from VIL with the Phone Pe link.
- Customer will have to click on the link in the SMS in order to get whitelisted for the offer
- Post clicking on the SMS link if the customer has installed the PhonePe app he would be redirected to the recharge section
- Post clicking on the SMS link if the customer does not have the PhonePe app installed he would be directed to Google Play to download the app
- Since he has downloaded the app for the first time the offer banner would be displayed along with the TnC

Offer Terms and Conditions

- Offer will be valid only for customers who have never done any transaction on PhonePe & do their first transaction post clicking on the link shared by VIL
- Offer will be valid on min recharge value of ₹ 100.
- Cashback would be credited in the customers PhonePe wallet within 24 hrs.

PhonePe – Offer Promotion

High visibility banner slots on Category & Offer page for users who come on the PhonePe app by clicking on the link and are eligible for the offer.

Vodafone		Idea	
GUJ	https://phon.pe/himidg7n_GJ	GUJ	https://phon.pe/4guz0dhy_GJ
MPCG	https://phon.pe/himidg7n_MPC	MPCG	https://phon.pe/4guz0dhy_MPC
UPE	https://phon.pe/himidg7n_UPE	UPE	https://phon.pe/4guz0dhy_UPE
UPW	https://phon.pe/himidg7n_UPW	UPW	https://phon.pe/4guz0dhy_UPW
ROB	https://phon.pe/himidg7n_WB	ROB	https://phon.pe/4guz0dhy_WB
KOL	https://phon.pe/himidg7n_KO	KOL	https://phon.pe/4guz0dhy_KO
KER	https://phon.pe/himidg7n_KL	KER	https://phon.pe/4guz0dhy_KL
PUH	https://phon.pe/himidg7n_PN	PUH	https://phon.pe/4guz0dhy_PN
TNC	https://phon.pe/himidg7n_TN	TNC	https://phon.pe/4guz0dhy_TN
BHJ	https://phon.pe/himidg7n_BH	BHJ	https://phon.pe/4guz0dhy_BH

धन्यवाद