

ABOUT US

REWARDKART TECHNOLOGIES is a Chennai based company developing product applications for business entities to engage their communities of employees, channel partners or consumers.

We are developing **8 Product Applications**



Our flagship product, REWARDKART is designed to enable business enterprises to source their **corporate gifts, channel partner incentives** and **consumer rewards** in bulk quantity at best prices and launch **white-labelled programs** for **Employee R&R, Channel Incentives & Rewards** and **Customer Loyalty**.



A technology platform built to process **Electronic Gift Vouchers** and **Dynamic Deal Codes** for Retail, D2C and Ecommerce brands, which are issued in an **Alpha Numeric** or **QR Code** format to their customers and accepted as a **mode of payment** or **to claim an offer** at their retail stores on online websites.



A platform designed for **corporate** and **leisure travelers** to make reservations for **flights, hotels, trains, buses, cruises, tourist attractions, experiences, and events**. Besides offering **more options** and **great bargains** our users will get **rewarded with points** for every booking and **membership benefits** like meal coupons, free seats, and lounge access for their loyalty.



A **co-branded card management platform** launched in partnership with banks and PPI license holders is designed **to offer prepaid cards** for a wide range of use cases such as **Corporate Gifting, Incentives & Rewards, Employee Benefits, Reimbursements, Expense Management, Salary & Wages, Fleet Management** and **Forex**. We create and manage the end-to-end **Co-Branded Card Programs** for corporate entities requiring **>10,000 reloadable cards** or **>100,000 one-time loadable cards**.



A platform offering **Merchandise** from T-Shirts to Backpacks; from Diaries & Planners to Pens & Key Chains; Jackets to Umbrellas; all custom designed **with a corporate brand logo** or **product logo** which can be distributed to clients as **New Year Compliments**, or given to employees at **Corporate Events**, to press and shareholders at **AGMs** or for promoting **Brand Visibility, New Product Launches** or **boost sales of established products**; or creating **Welcome Kits** for newly onboarded employees, channel partners or customers. We can design, create, manage, and operate your **E-Brand Store**.



A deal platform which collates various types of deals like Cashback, Percentage Discounts, Rupee Value Discounts and Buy-One-Get-One offers from leading brands that offer the best deals to our consumers on trending products across 50+ categories. Our brand partners can use the platform to promote

the sales of specific products to our customers through attractive Deals & Offers bundled with our gamification tools.



A digital platform which is custom designed for business entities to manage their vendors and suppliers. Entities can invite RFPs from potential vendors, compare the submitted proposals using

AI based analytics, select the best vendor based on predefined parameters, and complete the vendor onboarding formalities. Appointed vendors can display their products at the agreed prices and mandated Purchase Managers or Administrators can raise POs as per budgeted controls, place order requests, and process the payable invoices through the platform.



All the products we develop will be combined to create a value system which can be offered to large communities of employees, channel partners or consumers of Banks, Airlines, Telecom, Service

and FMCG companies as well as residents of Co-Working Spaces, IT Parks, and Residential projects. Our value systems engage, retain, and motivate the members to be loyal to their company / brand and contribute to their growth. In return they get great offers on their daily expenses from our brand partners on the platform and get rewarded with loyalty points every time they transact.

We offer 5 distinct value propositions to our customers to do business with us:

1. **Reward Fulfillment:** For sourcing Brand Merchandise (Physical and Digital) in bulk quantities for Corporate Gifting, Festival Gifting or Channel Rewards.
2. **Engagement Programs:** For creating white-labelled programs to engage your Employees, Channel Partners, and Customers / Consumers for talent retention, growing your business and rewarding loyalty.
3. **Payment Solutions:** For issuing Electronic Gift Vouchers, QR Codes or Prepaid Cards as gifts and rewards; or Wallets and Deal Codes to facilitate payments and boost sales.
4. **Value Systems:** For capturing the wallet share of your consumers by offering them great bargains offered by leading brands and Reward Points on their spends in daily life.
5. **Brand Promotions:** For customizing merchandise with your branding, hosting e-Brand Stores, offering Deal Codes and boosting sales through gamification.



OUR MISISON

Build affordable technology products for Corporates and Brands to effectively engage with their Employees, Channel Partners and Customers and grow their business.

OUR VISION

Emerge as a recognized player for developing technology-oriented products that are affordable for growing businesses and value for consumers.

OUR VALUES

- Innovation to create products.
- Integration of all our products.
- Collaboration with all our partners

OUR CAPABILITIES

1. Deep understanding and expertise from **>70 years of collective experience** in Reward Fulfillment, Loyalty Program Management, Consumer Engagement, Employee Benefits, Payment Solutions and Prepaid Cards
2. More than **100 brand partners and 2000+ SKUs of Rewards** which include Digital Gift Cards, Branded Merchandise, OTT Subscriptions and Experiences.
3. A **Technology Team of >100** including product leads, project managers, programmers, developers, UI/UX creators and testers that develop our products in-house.
4. A flexible **Sales & Marketing approach** with Solution Architects, Key Account Managers and Channel Partners in key markets in India and abroad.
5. A robust Category Management, Procurement, Inventory Management & Warehousing and Distribution set up **driven by processes**.
6. A **10-seater Call Centre** that handles queries, gathers information for KYC and address customer issues.
7. A **Strategic Partnership Lead** to manage alliances and collaborative business development.
8. An **Inside Sales Team** for outreach, lead generation, product demonstrations and onboarding clients.
9. A **Customer Success Team** to retain and maximize the existing customer throughput.