

**PVR**

*Privilege*

**MORE VISITS. MORE REWARDS**

# 1<sup>ST</sup> TIME IN INDIA

**Completely Digital** Loyalty Program in  
the Movie Exhibition Industry



# OUR THOUGHT PROCESS : THE **+1** APPROACH



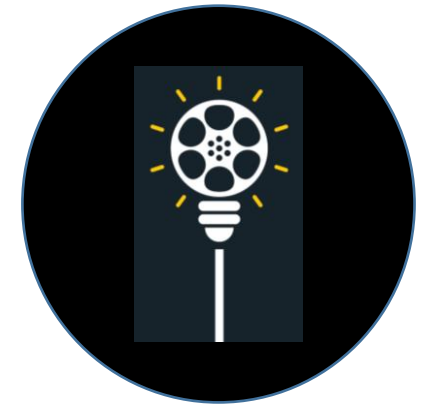
**To increase Footfalls and also  
the Customer Frequency**

*+1 Visitation*



**More spends on F&B  
through burning of Points**

*+1 Purchase of F&B Product*



**Availability of Segmented  
Data would position Cinema  
as a Primary Adv. Medium**

# THE WORKS

*An Active Loyalty Program*



*Simple, easy to use*



*Phone No to be the Membership ID (No Physical Card)*



*Rewards and Benefits to accrue from 1st visit onwards*


















*More visits resulting in more rewards*



*Use of Analytics to give customized offers to patrons*

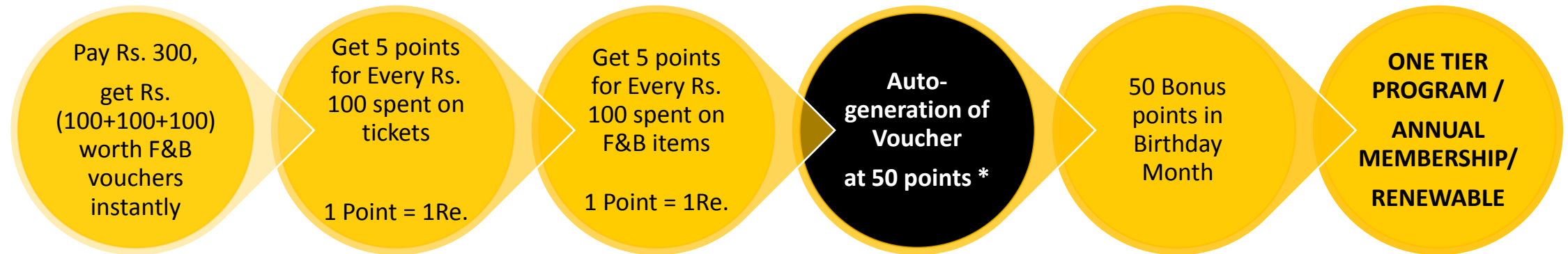


# UTILIZING VARIOUS CHANNELS

	Box Office	F&B	Kiosk	PVR Web	PVR App	Partner Web	Partner App
ENROLLMENT						Coming Soon *	
ACCRUAL							
REDEMPTION							

(\*) Expected to launch in the next 30 Days

# CONTOURS



\* These vouchers are valid for 90 days  
Can be used on F&B and also on Ticket purchases

## OTHER KEY FEATURES

Transactions through app/ SMS codes

Members can view and track their activity through the phone app/ web portal

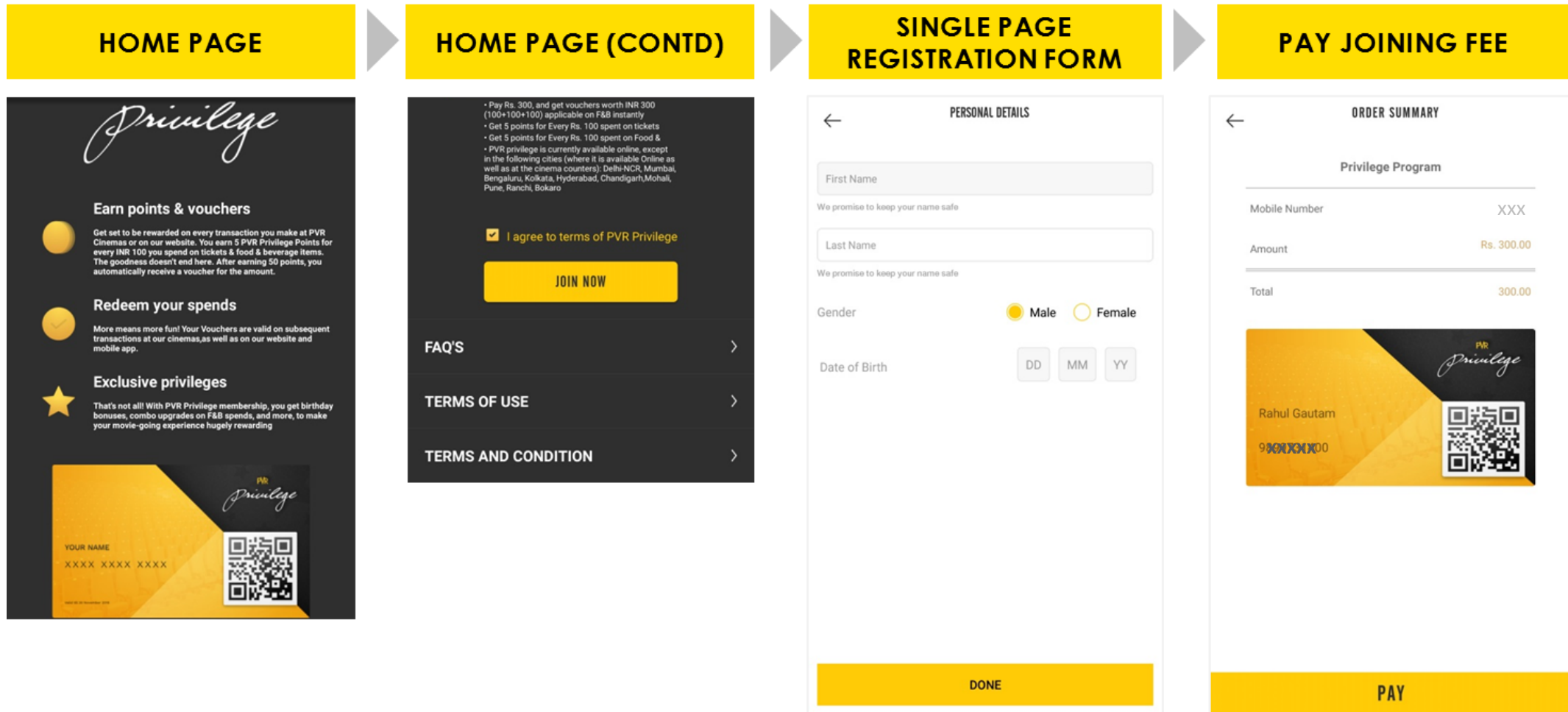
One phone number one account – whether transacting online or offline

Vouchers generated automatically once reward points reach threshold

No ceiling of points in earning or redemption



# 3 STEP SEAMLESS REGISTRATION PROCESS



Become a member within **60 Secs** at the Box Office and within **90 sec** On-Line



# TRANSPARENT EARNING & REDEMPTION

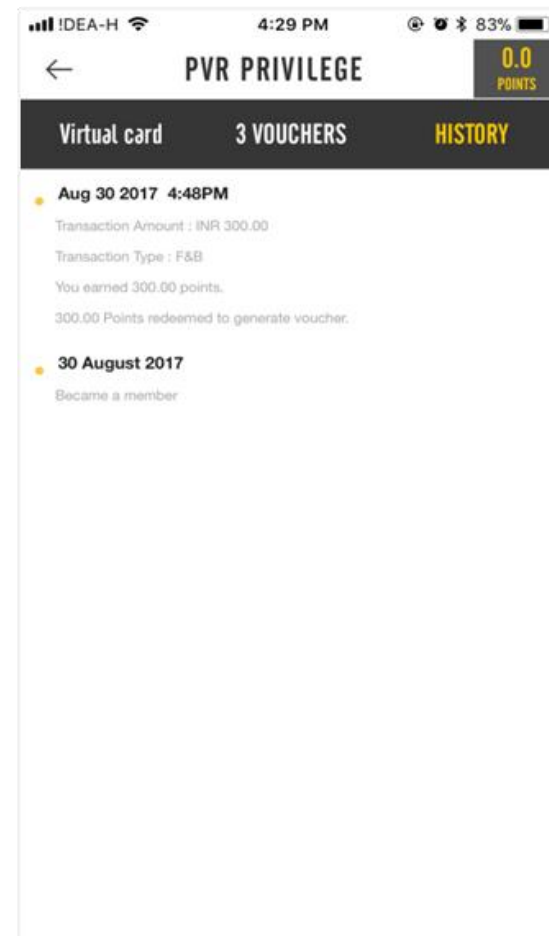
## ACCUMULATE POINTS



## VIEW ACTIVE/USED VOUCHERS



## VIEW TRANSACTION HISTORY



THANK Y+U