

GLIDA Loyalty

Why Loyalty?

**Higher
Customer
Retention**

**Higer
Customer
Engagement**



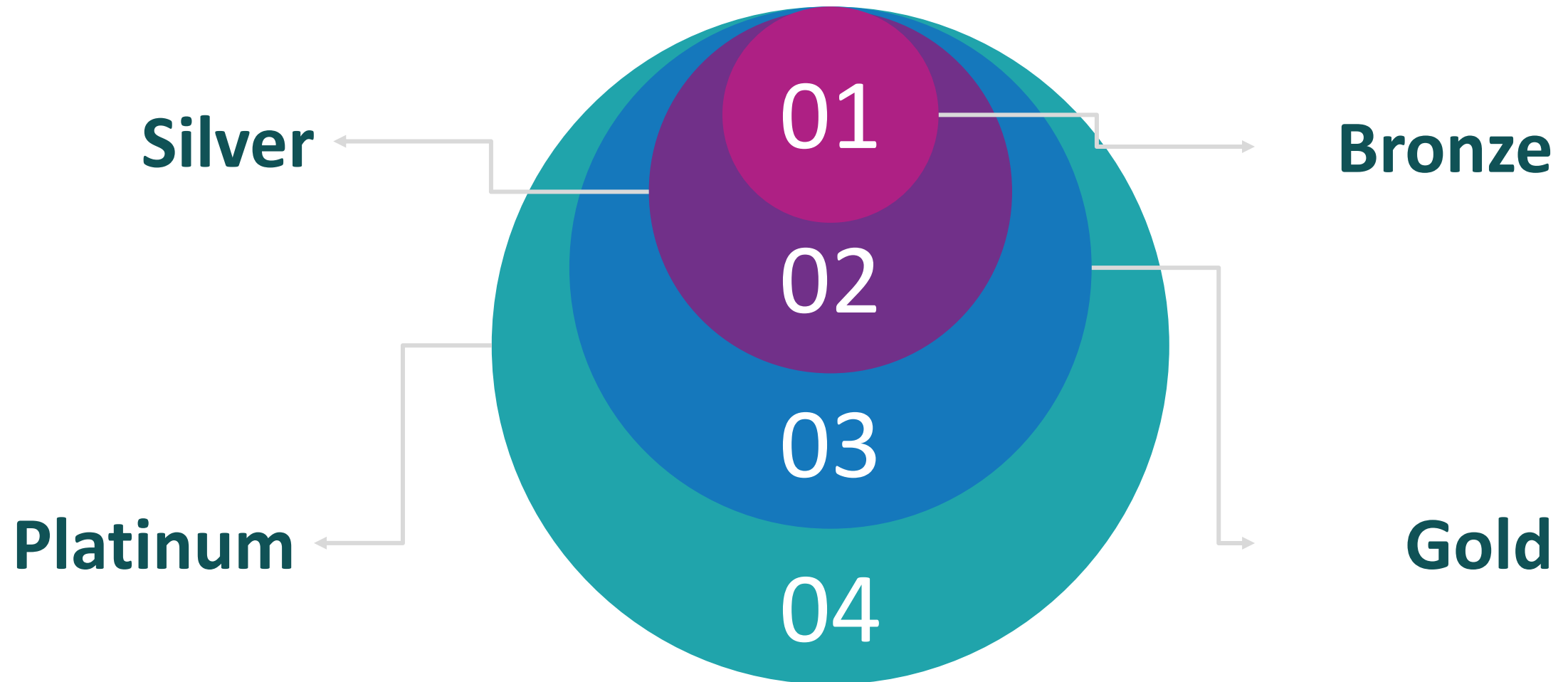
**Increase in
Revenue**

**Grow
customer
lifetime
value (CLV)**



Loyalty

Levels of Loyalty Program



Offerings

Particulars	Bronze	Silver	Gold	Platinum
Band Width (In INR)	0-2500	2501-10,000	10,001-50,000	50,001 and above
Minimum Annual Transaction for Miles eligibility (In INR)	1000	2500	10,000	50,000
Redemption factor (conversion factor of miles to INR)	2%	4%	6%	8%
Minimum miles required for redemption to GLIDA wallet (closed loop wallet)	All	All	All	All
Miles (over and above min value) redemption to GLIDA Pine Lab Card (Phase 2 deployment)	All	All	All	All

Minimum Annual Transaction

Particulars	Bronze	Silver	Gold	Platinum
Minimum Annual Transaction for Miles eligibility	1000	2500	10,000	50,000
Redemption factor (conversion factor of miles to INR)	2%	4%	6%	8%
Redemption factor (conversion factor of miles to INR)	20	100	600	4000

Offerings and Logic

Band Width (In INR)

1 INR = 1 Mile (Each INR spent in the system will lead the user to earn one Mile for it, which can be redeemed as per the levels)

Minimum Annual Transaction
for Miles eligibility

To continue with a level, user is expected to transact a minimum amount required for that level, other wise they will be downgraded as per their spent and the rewards and benefits will be accordingly to the new level

Offerings and Logic

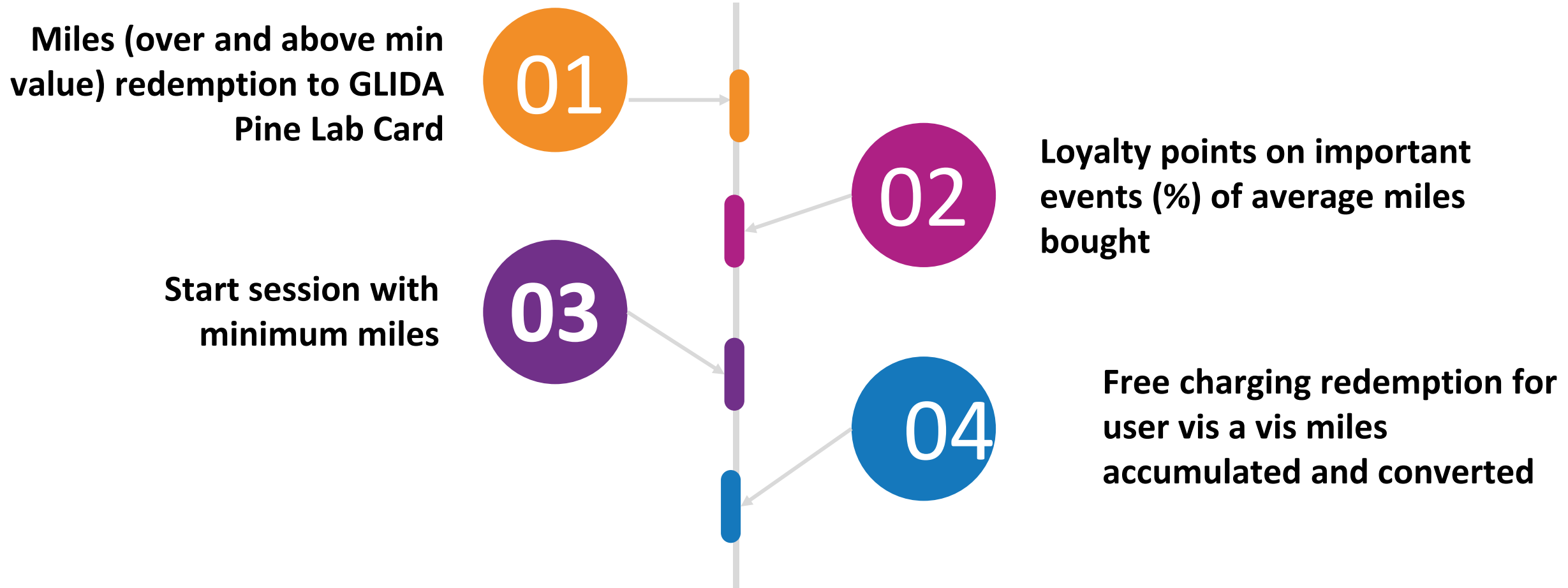
Redemption factor (conversion factor of miles to INR)

A % at which miles can be redeemed for INR , it varies for every level. (As a user upgrades to a higher-level, conversion factor increases. We are also giving the flexibility to user to hold the miles earned at any level and redeem as per their convenience and factor of higher level they have reached.

Minimum miles required for redemption to GLIDA wallet (closed loop wallet)

Users can redeem any number of miles accumulated with GLIDA close loop wallet i.e., for charging purpose. The miles at any point will not lapse

Phase 2 Developments Planned



- Loyalty kicks in from effective date and is automatically applicable to all active customers post 12th July 2023
- Loyalty for all categories is a period of 1 year, unless breached by usage value in between the year for e.g. All customers start at Bronze from Day 0. If any customer breaches the first migration hurdle of INR 2500 spent (equivalent 2500 miles) in the loyalty period of 1 year, they are automatically migrated to Silver and so on. The current category would be applicable on the customer for a period of 1 year from the date of joining the category
- Minimum Miles eligibility for applicable one year period needs to be maintained by user and in an event of non compliance, the user category would be downgraded until the eligibility is not met in subsequent one year period.
- The default category which the user can finally land up will be Bronze, however they need min 1000 miles to avail redemption benefit for the default category
- Miles will not lapse and would be subject to review of loyalty program and associated approved changes.