

Title: *GroundTruth Loyalty Program — Benefits Overview*

The GroundTruth Loyalty Program rewards members for every purchase.

Membership Tiers

1. Bronze

- Earn 1 point per ₹10 spent
- Birthday beverage at 10% discount

2. Silver

- Earn 1.5 points per ₹10
- Free pastry on birthday month
- Early access to new menu items

3. Gold

- Earn 2 points per ₹10
- **One free beverage every month**
- Exclusive 10% discount on hot beverages
- Priority customer support

Reward Redemption

Points can be redeemed at any participating GroundTruth store or mobile app.

Expiration Policy

Points expire **12 months** after issuance.

Tier status remains valid for the calendar year.