

## **Future Group launches Future Pay: digital loyalty wallet**

*Download Future Pay and be assured of the lowest prices*

Future Group, one of India's leading retail companies, has launched Future Pay, a digital loyalty wallet. Future Pay, is India's most convenient and secure digital wallet for shopping across Future Group outlets such as Big Bazaar, Ezone and Home Town. Customers can now use the Future Pay app for a cashless, cardless and hassle-free experience while shopping.

Future Pay, powered by Oxigen Services is a prepaid loyalty wallet through which customers can make transactions post loading money in their wallet by using credit card, debit card and netbanking. They can also add money to it by paying cash at any of the retail stores. The app, specially created for the loyal customer base, makes shopping an effortless experience for customers by making it cashless. Apart from convenience, the app also comes with exclusive offers and deals.

**One of the most unique features of Future Pay that differentiates it from other wallets is the *Price match* feature. This feature compares the price of items on the customer's bill with the competitor's advertised prices. And if it finds a lower price, it credits the difference to his/ her Future Pay Wallet.**

With this app, customers need not carry multiple loyalty cards while shopping as all their cards will be directly linked to their Future Pay app. Both Big Bazaar Profit Club and Payback are listed in this app.

Commenting on the new digital loyalty wallet, **Mr. Kishore Biyani, Group CEO at Future Group**, said "At Future Group, our aim has always been to provide a seamless shopping experience to the customers. With the launch of Future Pay, we will ensure that apart from the best experience, they also get the lowest prices on all products."

"With the launch of Future Pay loyalty wallet of Future Group powered by Oxigen, we have set another first in the payments industry by bringing and managing multiple loyalty programs under one mobile application along with mobile wallet. This new innovation gives customers one view of Earn and Burn of multiple loyalty programs at Future Group's retail touch points through this very friendly mobile app. Future Pay has many more attractive feature pipeline to the delight of customers" said **Pramod Saxena, Chairman and MD Oxigen Services India Pvt. Limited.**

Future Pay, powered by Oxigen Services, is currently available in Google Play store and will soon be available in other platforms. It integrates all cards and loyalty programs into one app to make the customer's shopping experience cashless and cardless.



### **About Future Group**

Future Group is the pioneer in the Indian retail sector and focuses on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India.

Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness'. The group's corporate credo is, 'Rewrite rules, Retail values'.

Future Group operates through its four listed entities –Future Retail Limited, Future Lifestyle Fashions Limited, Future Consumer Limited and Future Enterprise Limited.

Collectively, Future Group operates around 18.5 million square feet of retail space in over 240 cities and towns across India and provides direct employment to over 40,000 people. Around 30 million Indians are part of Future Group's loyalty networks.

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