

MakeMyTrip Rewards Customers with its Novel Loyalty Program

New Delhi, 19th September 2011: India's leading online travel company, **MakeMyTrip.com**, has launched a rewards program for its loyal customers, aptly named **My Trip Rewards**. Aimed at rewarding customers' loyalty and enhancing engagement with them, this program offers various benefits including points redeemable on MakeMyTrip products and services. The 2 tiered programs - **Royale** and **Elite** entails membership based on invitation only.

My Trip Rewards is launched in association with PAYBACK, India's largest multi-partner loyalty program. Members can earn and redeem points with only one card at MakeMyTrip and with other PAYBACK partners like HPCL, ICICI Bank and soon at Future Group companies (Big Bazaar, Pantaloons, Central etc.).

Mohit Gupta, Chief Marketing Officer, MakeMyTrip.com, said, "The MakeMyTrip loyalty program is aimed at extending benefits to our customers and enhancing their experience. With My Trip Rewards customers can avail special offers and deals, earn points and redeem them for rewards; MakeMyTrip continues to create memories unlimited with this novel customer engagement initiative."



Speaking about the association, **Vijay Bobba, Managing Director, PAYBACK India**, said, "My Trip Rewards powered by PAYBACK continues to reward the loyal Make My Trip customer and then some more. By extending the coalition platform across various retail categories both online and offline, PAYBACK brings to life a truly enriching Loyalty experience. We are proud to be associated with this Reward program for Make My Trip."

Card users can use the card for everyday shopping and transacting on the Internet too. Customers can redeem earned points at the partners' sales outlets or for attractive rewards. PAYBACK points can also be redeemed to purchase MakeMyTrip vouchers which can be used to buy MakeMyTrip products. Members of the program

are entitled for special benefits as Priority Service.

For further information, log on to: <https://rewards.makemytrip.com/MTR/landingPage.do>

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