Campaign that brings freshness to the RuPay brand proposition, making it more appealing for the audience to consciously choose and use it
360 Integrated Campaign

- PR
- Print
- Cinema
- Radio
- Digital & Social Media
- Outdoor

RuPay
Campaign Communication Message

- Lounge
- Dining
- Insurance
- Shopping
- Utility Bill Payments
ONE LIFE. ONE RuPay.

From celebrating SUCCESS to celebrating LIFE

There is only ONE life
There is so much to it that cannot be measured
There is a lot to do beyond the obvious
It cannot be a regular day with RuPay
There are so many things to use it for
So many places to use it at
RuPay for things that you’ve done and want to do again
RuPay for things you’ve never done before
Gifting smiles to the entire family on Diwali.

ONE LIFE. ONE RuPay.

When you have only one life, you have to live it to the fullest.

Celebrate the Festival of Lights with the all-new RuPay card.

Welcome benefits | Merchant offers | Lounge access

Ask for your RuPay card
Remember all the things you wanted to do?
Buy that dress you always desired.
The fine dine experience you craved.
Go on the trip of a lifetime with the BFFs.
At RuPay, we believe you should be able to do it all and more.
With amazing offers and benefits that make them possible.
Because what is this one life if you can’t live it to the fullest.

ONE LIFE. ONE RuPay.

Ask your bank for a RuPay card
for details, visit rupaycard.com Follow us on @rupaycard
Create picture-perfect moments every time you jet-set together.

ONE LIFE. ONE RuPay.

Enjoy complimentary lounge access wherever you travel. Because what is this one life if you can’t live it to the fullest.

Great offers | Insurance cover | Utility Bill Payments

Ask your bank for a RuPay card. For details, visit rupay.in. Follow us on Facebook, Twitter, Instagram, LinkedIn, YouTube, and Instagram.
ONE LIFE. ONE RuPay.

Get 5% cashback on Utility Bill Payments and create more moments together. Because what is this one life if you can't live it to the fullest.

Greet Offers | Insurance Cover | Lounge Access

Ask your bank for a RuPay Card. For details, visit ruipay.co.in | Follow us on: 📞 📧 📲 📲 📲
Make the world your highway wherever you go.

ONE LIFE. ONE RuPay.

Get Accidental Insurance Cover to keep you protected. Because what is this one life if you can't live it to the fullest.

Great Offers | Utility Bill Payments | Lounge Access

Ask your bank for a RuPay Card. For details, visit rupay.org | Follow us on: | Internationally accepted at Discover and Diners Club International merchants and ATMs.
Savour a unique dining experience every time you go out.

ONE LIFE. ONE RuPay.

Dine away with mouth-watering offers at partner restaurants. Because what is this one life if you can’t live it to the fullest.

Utility Bill Payments | Insurance Cover | Lounge Access

Dining Print AD (released on 23rd Jan)

Over 70 Editions across India

Business Line | INDIAN EXPRESS
Business Standard | DECCAN HERALD
The Telegraph | DNA
Malayala Manorama | Mathrubhumi
Deccan Chronicle

Ask your bank for a RuPay Card. For details visit RuPay.com. Follow us on: Social Media Platforms

Internationally accepted at Discover and Diners Club International merchants and ATMs.
ONE LIFE. ONE RuPay.

Get the latest trends and make a fashion statement every day.

Dress your best with great shopping offers. Because what is this one life if you can't live it to the fullest.
Utility Bill Payments | Insurance Cover | Lounge Access

Ask your bank for a RuPay Card. For details, visit npci.in | Follow us on: [Social Media Icons]
Radio Spots

- 94.3 MY FM
- 94.3 Radio One
- 92.7 Big FM
- 91.9 FM Radio City
- FM Rainbow
- Radio Mirchi
CAMAC STREET, AJC BOSE ROAD, KOLKATA

JJ FLYOVER, MUMBAI
RuPay is here to make your day even more merry-licious. Get flat Rs. 120 off on Rs.299 foodonga and 15% off on Rs.296 Fabasos, and many more offers on food and dining, only on your RuPay card. Know More: http://bit.ly/3Q0R8B1

Ask your bank for RuPay Card.

International merchants and ATMs #OneLifeOneRuPay