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Publication : Free Press Journal
Date : 05.04.2008
Edition : Mumbai
Page No. : 11

Rel Money launches loyalty card for customers

MUMBAI: RELIANCE Money, Anil Ambani group's brokerage and financial products distribution firm, on Friday became the first of its kind in the country to start a loyalty card programme, under which all its customers will earn reward points for all transactions made through the company. Reliance Money, which has crossed two million customers mark within a year, said in a statement that "Club Elite" is a loyalty-cum-reward initiative tailored to offer loyalty points exchangeable into unique rewards points on transactions. Till date, no other brokerage or financial distribution firm offers any loyalty programme for its customers. The card would be offered to all Reliance Money customers and the company is in discussion with various vendors for redemption of loyalty reward points earned by the customers.