

Content Calendar | RuPay

Post 1

Text: Time to revamp your wardrobe this season with AJIO. View Offer: <http://bit.ly/AJIOoffer>
#RuPayOffers #CelebrateHaqSe

Content Basket: offers

POWERED BY
NPCI
NATIONAL PAYMENT CORPORATION OF INDIA

Flat **Rs.300 OFF**
on minimum
purchase of
Rs.1299

CODE: RUPAY300

AJIO **RuPay**

Connect with us! [Twitter](#) [Facebook](#) [YouTube](#) [LinkedIn](#)

The advertisement features a man and a woman sitting on a road. The man is wearing a blue and white striped polo shirt and grey trousers, sitting on a suitcase. The woman is wearing a grey t-shirt, blue jeans, and blue high-heeled shoes, sitting on the man's suitcase. The background is a blurred outdoor setting. The text is overlaid on the image, and the AJIO and RuPay logos are at the bottom.

Post 2

Text: Now order your favorite meal without looking at the price tag. **View Offer:** <http://bit.ly/SwiggyRuPayOffer>
#RuPayOffers #CelebrateHaqSe

Content Basket: Offers

POWERED BY
NPCI
NATIONAL PAYMENTS CORPORATION OF INDIA

**Flat Rs.75 OFF on
minimum order of
Rs.300**

Use Code:
RUPAY75

SWIGGY
FOOD DELIVERY APP

RuPay

Connect with us: [Twitter](#) [Facebook](#) [YouTube](#) [LinkedIn](#)

Post 3

Text: Order your essentials from shopclues and avail exciting offers. View Offer: <http://bit.ly/ShopCluesOffer> #RuPayOffers #CelebrateHaqSe

Content Basket: Offers

POWERED BY
NPCI
NATIONAL PAYMENT CORPORATION OF INDIA

Flat **Rs.300 OFF**
on minimum purchase of
Rs.2000

CODE: SC2RUPAY

SHOPCLUES .COM
where real India shops

RuPay

Connect with us: [Twitter](#) [Facebook](#) [YouTube](#) [LinkedIn](#)

Post 4

Text: Now recreate your summer look and get amazing discounts with Enrich. **View Offer:** <http://bit.ly/EnrichSalonRuPayOffer> #RuPayOffers #CelebrateHqSe

Content Basket: Offers

POWERED BY
NPCI
NATIONAL PAYMENT CORPORATION OF INDIA

Get a new look every weekend. Flat **15% OFF** on minimum spend of **Rs.750**

enrich | love begins with you

RuPay

Connect with us

The advertisement features a close-up of a person's hands holding a hair color chart with various shades. A red overlay on the right side contains the promotional text. At the bottom, there are logos for Enrich and RuPay, along with social media icons for Twitter, Facebook, YouTube, and LinkedIn.

Post 5

Text: Add that spark to your attire with the new collection of jewellery by Joyalukkas. #RuPayOffers #CelebrateHaqSe

Content Basket: Offers



POWERED BY
NPCI
NATIONAL PAYMENT CORPORATION OF INDIA

1gm Gold Coin absolutely FREE on purchase of Diamond Jewellery over Rs.50,000.

Equal weight of Silver FREE with every purchase of Gold Jewellery.

Joyalukkas
World's favourite jeweller

RuPay

Connect with us. [Twitter](#) [Facebook](#) [YouTube](#) [LinkedIn](#)

Post 6

Text: Now revamp your house and get upto 50% OFF with Pepperfry. View Offer: <http://bit.ly/PepperfryRuPayOffer> #RuPayOffers #CelebrateHaqSe

Content Basket: Offers



POWERED BY
NPCI
NATIONAL PAYMENT CORPORATION OF INDIA

Up to
50% off &
Additional
5% Discount
on Pepperfry.com

Use Code:
PFRUPAY

pepperfry® **RuPay**

Connect with us: [Twitter](#) [Facebook](#) [YouTube](#) [LinkedIn](#)

The banner features a modern living room interior with a light-colored sofa, a wicker coffee table with a tea set, and a white cabinet. The background is a grey wall with a framed abstract artwork. The offer details are prominently displayed in the upper right, and the Pepperfry and RuPay logos are at the bottom.

Post 7

Text: If a road trip is on the cards? Zoomcar is inevitable!
#RuPay #Offers #CelebrateHaqSe

Content Basket: Offers

An advertisement for Zoomcar featuring a blue convertible car on a map. The text "Up to Rs.1500 OFF on bookings." is prominently displayed, along with a dashed box containing the code "CODE:ALRUPAY". The Zoomcar logo with the tagline "Self-Drive For The Self-Driven" and the RuPay logo are at the bottom. Social media icons for Twitter, Facebook, YouTube, and LinkedIn are also present.

Up to
Rs.1500 OFF
on bookings.

CODE:ALRUPAY

Zoomcar
Self-Drive For The Self-Driven

RuPay

Connect with us: [Twitter](#) [Facebook](#) [YouTube](#) [LinkedIn](#)

Post 9

Text: Now gift the most precious piece of stone to that precious one with Joyalukkas. View Offer: <http://bit.ly/RuPayOffers>
#CelebrateHaqSe #Jewellery

Will be tagging the Joylukkask on Twitter

Content Basket: offers

POWERED BY
NPCI
National Payments Corporation of India

**MAKE AN IMPACT THAT
WILL LAST A LIFETIME!**


Equal weight of Silver FREE
with every purchase of Gold Jewellery

1gm Gold Coin absolutely FREE
on purchase of Diamond Jewellery
over Rs.50,000

Joyalukkas
World's favourite jeweller

RuPay

*T&C Applied

The advertisement features a black background with a gold necklace and a diamond pendant. The text is white and orange. The Joyalukkas logo is at the bottom left, and the RuPay logo is at the bottom right. The text is arranged in a clear, hierarchical manner, starting with the headline and followed by the offers.

Post 10

Text: Now plan your vacation and make it a trip to remember. View Offer: <http://bit.ly/RuPayOffers>
#CelebrateHqSe #FlyWithRuPay #RuPay

Tag: Will tag MakeMyTrip on twitter

Content Basket: Offer

POWERED BY
NPCI
www.npci.org.in

Convert your trip into an
experience of a lifetime!

Flat Rs.600 OFF or cashback
to wallet on domestic flight
bookings over Rs.5000

Up to 75% OFF on
domestic hotel bookings

make **my** trip

RuPay

Connect with us:

T & C Applied*