





360° Customer Engagement Platform



What's **extraa**?

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➤ Ratings ➤

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➤ Delight ➤

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➤ Chat ➤

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➤ Rewards ➤

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➤ Carnival ➤

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➤ Forms ➤

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➤ AI Dashboard ➤

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➤ Reach ➤

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➤ Perks ➤

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➤ Deals ➤

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➤ Cards ➤

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➤ Events ➤

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➤ LMS ➤

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➤ Expo ➤

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➤ Customized
Solution ➤



Don't Let Your Customer Slip Away!

- Install QR Codes at your Store.
- Scan the QR code to view and share your Google rating and feedback.
- Your feedback helps us improve and serve you better

Benefits:

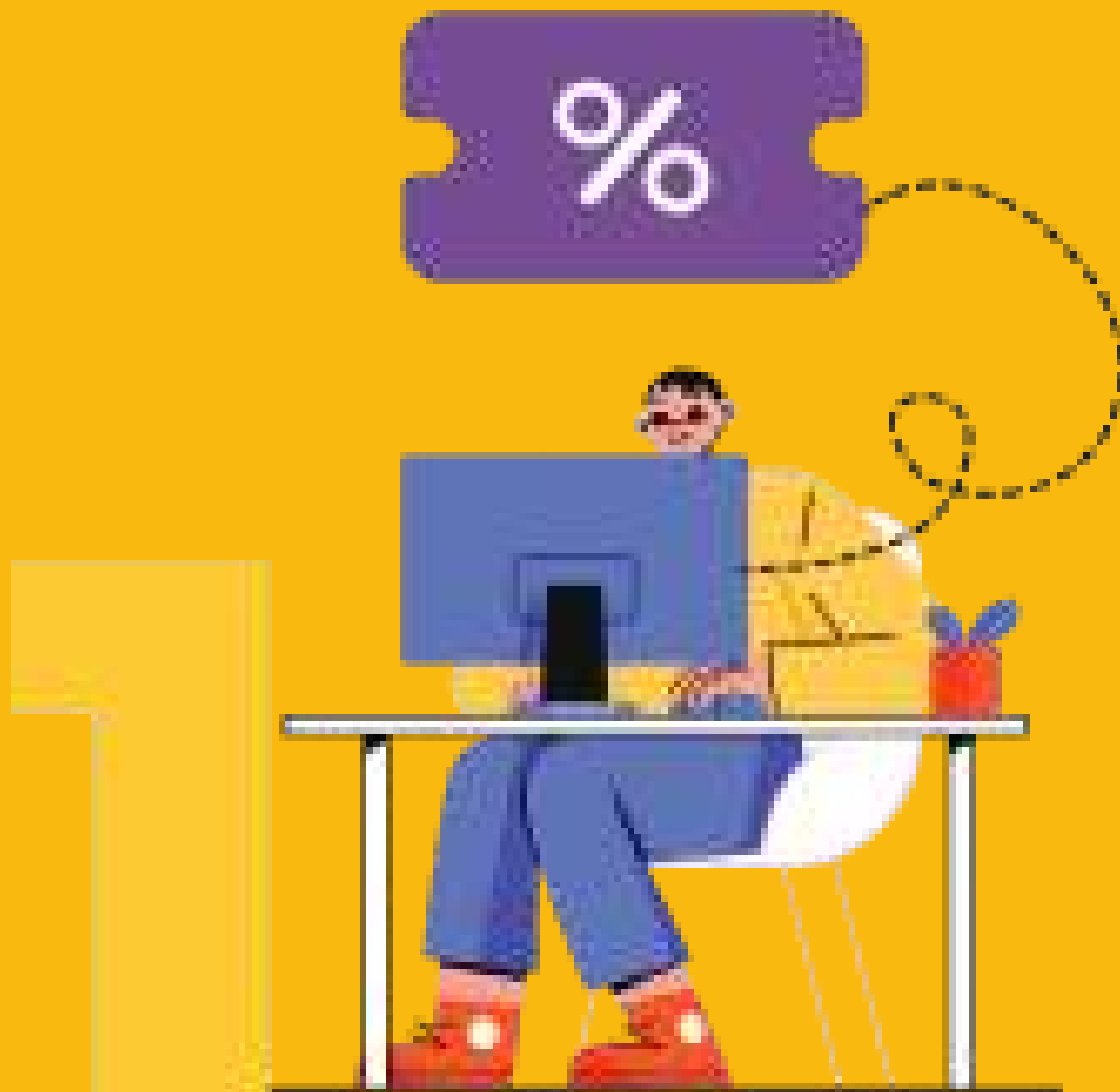
- Collect customer feedback easily
- Boost your Google ratings
- Capture customer data seamlessly
- Reward your customers effectively
- Analyze insights with AI-powered dashboard



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➤ Delight ➤

Delight your Customer



Give Your Customer a Little Extraa!

- Captures customer name and number via Billing POS or Extraa Forms.
- Thank you messages & rewards link via WhatsApp/email post-purchase.
- Send spinning wheel game for a chance to win surprise rewards
- Customers win 3-5 rewards and pick from brand & cross-brand coupons.

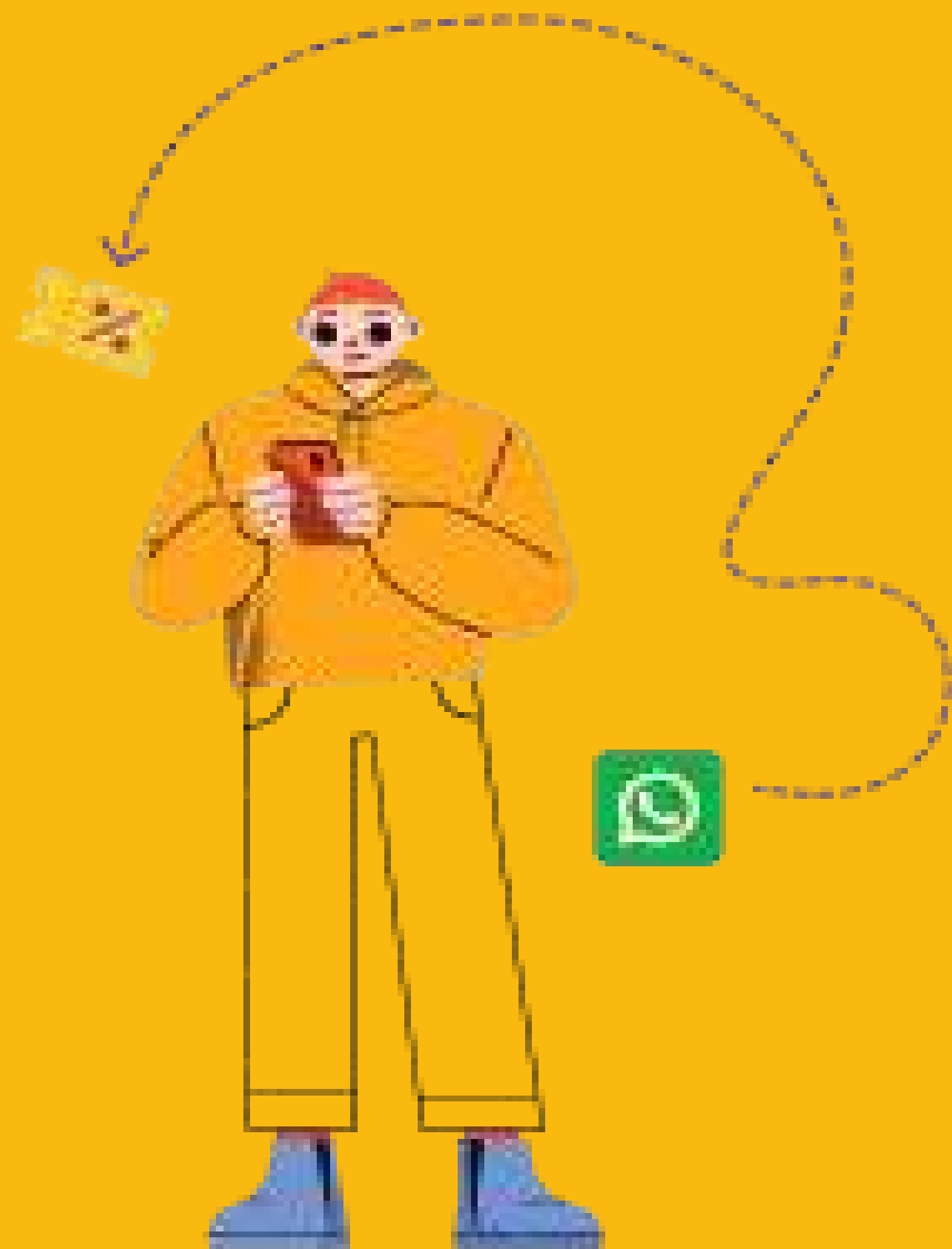
Benefits:

- Automate the journey, not dependant on any human intervention
- Increase loyalty
- Upsell with your brand rewards
- Increase happiness of your customers.

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▶ Chat ▶

Customer Engagement & Automation



A Customer Engagement & Automation Platform to Elevate Engagement, Promotions & Sales through WhatsApp

- Send Coupons Form Automation
- Promote on WHATSAPP
- Invoice & Payments
- Automate Reminders & Follow Ups

Benefits:

- Send rewards & coupons via WhatsApp
- Automate data collection & surveys
- Manage e-commerce on WhatsApp
- Use AI bot for customer support.
- Send invoices & payment requests.
- Automate reminders & follow-ups.



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➤ Rewards ➤

loyalty program

Did someone say loyalty coupons?

- Understand customers with real data
- Give CASHBACK or Bonus Points Product Wise
- Surprise them with exclusive super coupons.
- Send them extraa love on festive days.
- click to watch the video in Youtube

https://www.youtube.com/watch?v=JjPaf_pknDA&t=3s

Benefits:

- Understand your customers through real data & create personalised experiences
- Reward your most loyal customers with Cashback & retention coupons
- Surprise them with exclusive super coupons.
- Send them extraa love on festive days and birthdays





Don't Let Your Customer Slip Away!

- Place QR codes in-store (by Team Extraa).
- Guide customers to scan (no app needed).
- Use Extraa Form if not scanned
- Let customers play spin-the-wheel game
- Win prizes: iPhone, holiday, coins, coupons.
- Boost engagement and upsell.

Benefits:

- Increase Engagement through Gamification
- Upsell to customers.
- Capture Customer Data.
- Reward your Customer.
- Increase your billing value.
- Logicalize the Winning as per the Merchant.



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Forms

Powerful Forms for Data Collection

Build powerful Forms, share them online.



- Create customisable forms with a no-code online Form Builder
- Make SOPs Using Forms
- Stay informed with notifications & alerts for specifications
- Incentivize every form submission with customized coupons and rewards
- View, analyze, and optimize data to gain valuable insights



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The logo for 'extraa' is displayed in a stylized, lowercase font. The letters are yellow with a slight shadow effect, set against a dark purple background that has a pill-like shape with rounded ends. Below the main text, the words 'AI Dashboard' are written in a smaller, white, sans-serif font, flanked by two small yellow arrowheads pointing outwards.

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AI Dashboard

Smarter Data, Smarter Decisions

All your data in one place!

- Multi-tab interface, Data visualization, Real-time metrics
- AI-Powered Analytics (Natural Language Query, Predictive Insights, Anomaly Detection).
- Collaboration Tools (@mentions, Commenting system, Smart reminders).
- Connect → Process → Analyze → Act
- Click to View Dashboard
<https://gbtd4tcbvzwlwdvs9dc7tp.streamlit.app/>

Benefits:

- Centralized Data Management
- AI-Powered Insights
- Real-time Performance Tracking
- Predictive Analytics
- Anomaly Detection
- Automated Reports



The logo for 'extraa' is displayed in a bold, lowercase, sans-serif font. The letters are white and set against a dark blue background that has a shape resembling a coupon or a ticket with rounded corners and notched sides.

▶ Reach ▶

Lead Generation Tool



A Customer Engagement & Automation Platform to Elevate Engagement & Sales through WhatsApp

- Build Your coupon in less than 5 Minutes using our Coupon Builder.
- Distribute Your coupons to expand your Reach
- Login into deals.extraa.in

Benefits:

- Engage with our base of online customers across multiple platforms.
- Grab attention from 70+ global organizations.
- Cross market your brand with 1000+ partner brands.
- Gain mass awareness with coupon giveaways on 50+ partner apps.
- Partner up with Communities, Clubs and Associations.

The logo for 'extraa' is displayed in a bold, lowercase, orange font. It is centered within a purple rectangular box that has rounded corners and a slight 3D effect, resembling a coupon or a ticket. The box is set against a solid yellow background.

➤ Perks ➤

employee rewards solution



Good teams deserve great rewards!

- Reward your team with extraa coupons.
- Choose from a curated collection of the best brands.
- Incentivize your Employees by giving them Coins – Which leads to a Bazaar
- Give Coupons and Gift cards for all reasons and seasons.

Benefits:

- Create memorable experiences for your employees
- Reward your team with extraa coupons for milestones reached.
- Choose from a curated collection of the best brands
- Incentivize your employees at the click of a button.



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➤ Deals ➤

Tool for B2B



Enrich your Loyalty Program, Reward your Existing Customers with Coins and Build a Long-Term Relationship with them.

. **Deals:** Deals are Conditional Discounted Coupons of Hyperlocal & Pan India Brands

. **Gift Cards:**

A Card that can be Redeemed for a Specified Cash Value of Goods or Services from a Particular Business, given as a Gift.

. **Goodies:**

Goodies are Physical Products from Multiple Brands

COIN SYSTEM



GOLD COINS



SILVER COINS

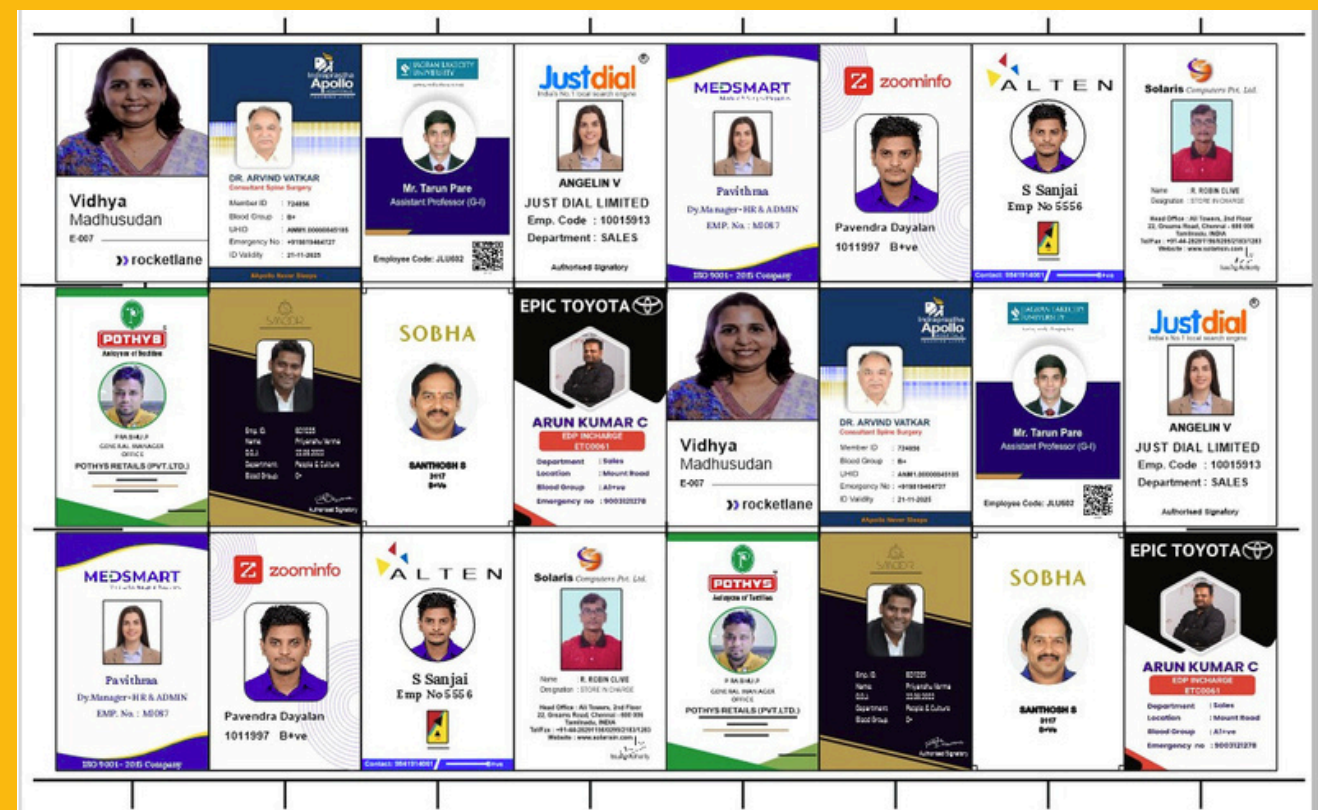


BLUE COINS

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▶ Extraa Cards ▶

Smart, Seamless, Secure



All your Smart Cards in one place!

- Smart ID Upgrade – Keep your design, add smart features.
- NFC Enabled – Tap & share instantly.
- Exclusive Discounts – Access 200+ brand offers.
- Attendance Tracking – One card for everything.
- Custom solutions for **clubs, corporates, and events.**
- login into extraacards.com

Benifits

- Easy Integration – No change management needed.
- Seamless HRM & 3rd Party Compatibility – Works effortlessly with existing systems.
- Multi-Tech Support – Add to RFID, NFC & biometric setups.
- All-in-One Solution – ID, payments, access & rewards in one card.

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▶ LMS ▶

Lead Management Tool



Centralizing Leads at One Place, Making it Easy to Access, Manage & Track!

- **Improved Lead Tracking:** It enables businesses to track leads throughout the sales funnel, from initial contact to conversion, ensuring no lead is lost or forgotten.
- **Enhanced Communication:** It helps maintain consistent and timely communication with leads through automated follow-ups, reminders, and notifications.
- **Increased Productivity:** By automating routine tasks, an LMS allows sales teams to focus on high-value activities like closing deals & building relationships.
- **Better Lead Qualification:** An LMS can score and prioritize leads based on their likelihood to convert, ensuring sales efforts are focused on the most promising prospects.
- **Detailed Analytics & Reporting:** It provides insights into lead sources, conversion rates, and sales performance, helping businesses make informed decisions and optimize their strategies.
- **Improved Customer Experience:** With organized and timely interactions, leads receive a more personalized & responsive experience, increasing their chances of conversion.
- **Integration with Other Tools:** Many LMSs integrate with CRM systems, email marketing tools, & other software, creating a seamless workflow across different business functions.

The logo for 'extraa' is displayed in a bold, lowercase, sans-serif font. The letters are a vibrant orange color. The 'x' and 'a's are slightly wider than the 't' and 'r', giving it a modern, tech-oriented feel. The logo is centered within a dark blue rectangular box that has rounded corners and a slight 3D effect, as if it's a button or a floating card.The word 'Expo' is written in a white, sans-serif font. It is flanked by two small, stylized orange triangles pointing outwards, one on each side. The entire logo is centered within a dark blue rectangular box that has rounded corners and a slight 3D effect, matching the style of the 'extraa' logo above it.

Event/Expo -Management platform



Smart tech for seamless expos insights, sponsors, speed, security, and control.

- **Exhibitor Registration** – Easy onboarding for exhibitors.
- **Visitor Registration** – Quick and simple attendee sign-up
- **Website Creation** – Custom event website setup.
- **NFC Cards** – Secure access and tracking with NFC.
- **Post-Event Reports** – Insights on ROI and engagement.
- **Sponsor Integration** – Display sponsor logos and offers.
- **Data Insights** – Track visitor interest and behavior.
- **Access Control** – Manage VIP and paid area entry.

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Customized Solution

Business Development Platform



Tailored Solution Designed to Meet Your Unique Needs

- **Customized** : Custom solutions crafted to meet your exact requirements.
- **Scalable** : Grows with your business
- **Efficient** : Streamlines operations and boosts productivity.
- **Integrated** : Works smoothly with your existing systems.
- **Cost-Effective**: focusing only on what you need.

extraa has coupons for everyone!

We partner with 1000+ brands from 20+ industries to give you coupons that you actually want!



ELECTRONICS



JEWELLERY



FOOTWEAR



FURNITURE
& LIGHTING



FITNESS



BAKERY
& CAFÉ



E-COMMERCE



SALON
& SPAS



SUPERMARKET



TRAVEL



BEAUTY
& WELLNESS

and more...

Coupons from the best of brands!

 Health Care EXTRAA-APOLLO360 Terms and Conditions apply	FLAT 100% OFF on basic health checkup valid till : 30 /11 /23 Powered by  www.extraa.in	 Restaurants EXTRAA-BBQ365 Terms and Conditions apply*	250 OFF on 2 pax 500 OFF on 4 pax 750 OFF on 6 pax valid till : 30 /11 /23 Powered by  www.extraa.in
 Fashion & Clothing EXTRAA-GIFTCARD Terms and Conditions apply*	GIFT CARD ₹ 500 on all purchases valid till : 31/11/23 Powered by  www.extraa.in	 Beauty & Wellness EXTRAA-NAT55 Terms and Conditions apply*	FLAT 20% OFF on all purchases valid till : 31/11/23 Powered by  www.extraa.in

our clientele

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EST. USA



Nilkamal

lenskart

boAt

firstcry.com

adidas

caffeine

TANISHQ

Tupperware

Licious
BORN TO MEAT

AXIS BANK

Pepe Jeans
LONDON

ONEPLUS

make my trip

LOVE
beauty
AND
planet



POTHYS
Aalayam of Silks

OTTO
#1 Men's Lifestyle Brand



THE PRESIDENCY CLUB

& more



An ASERA group initiative

our other initiative

- advertising
- construction & real estate
- convention centre
- corporate gifting
- event management
- manufactures of export quality fabrics
- manufacturer of uniforms

Being **extraa** is easy!



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scan now

We've got a
surprise
waiting here!

7305012123
www.extraa.in

Get in Touch



India
Chennai
Bangalore

+917305012123
+917305012124
+917305012127



sales@extraa.in



www.extraa.in