





extra cards

Real Estate Sector





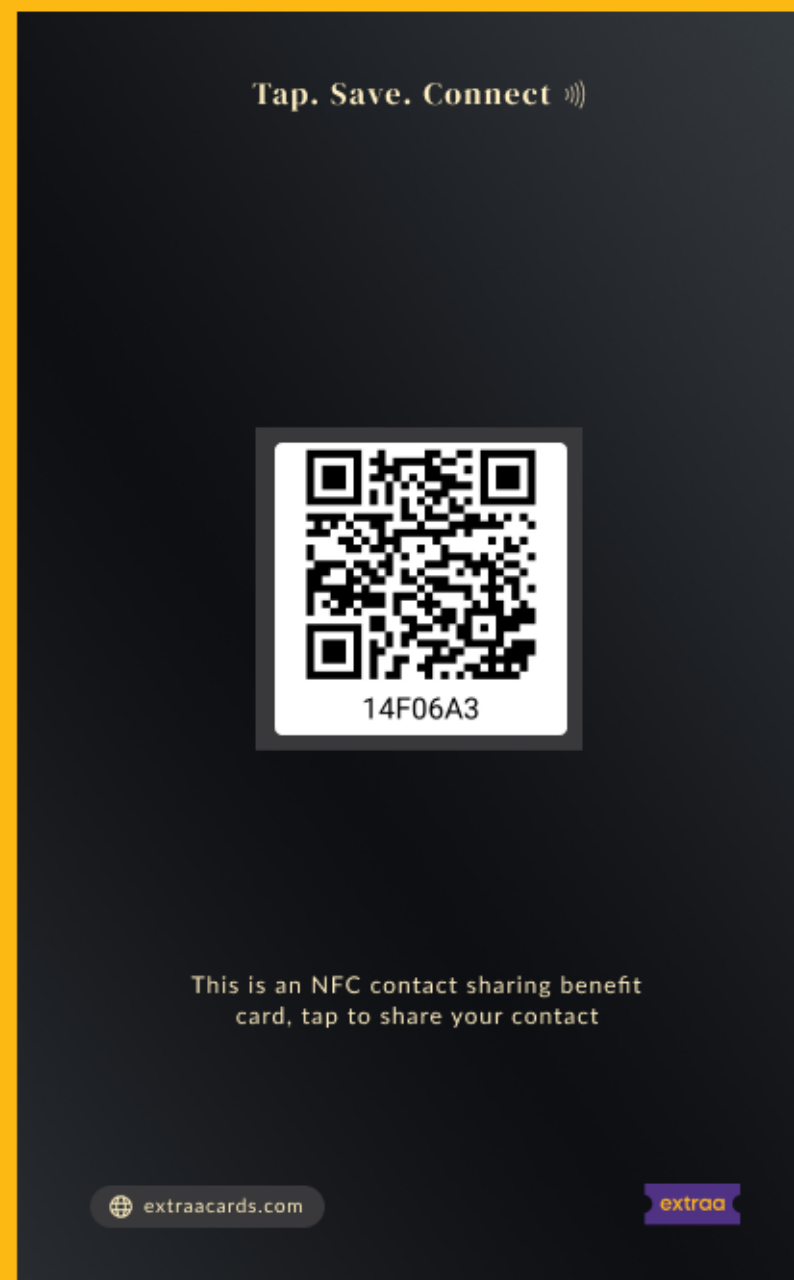
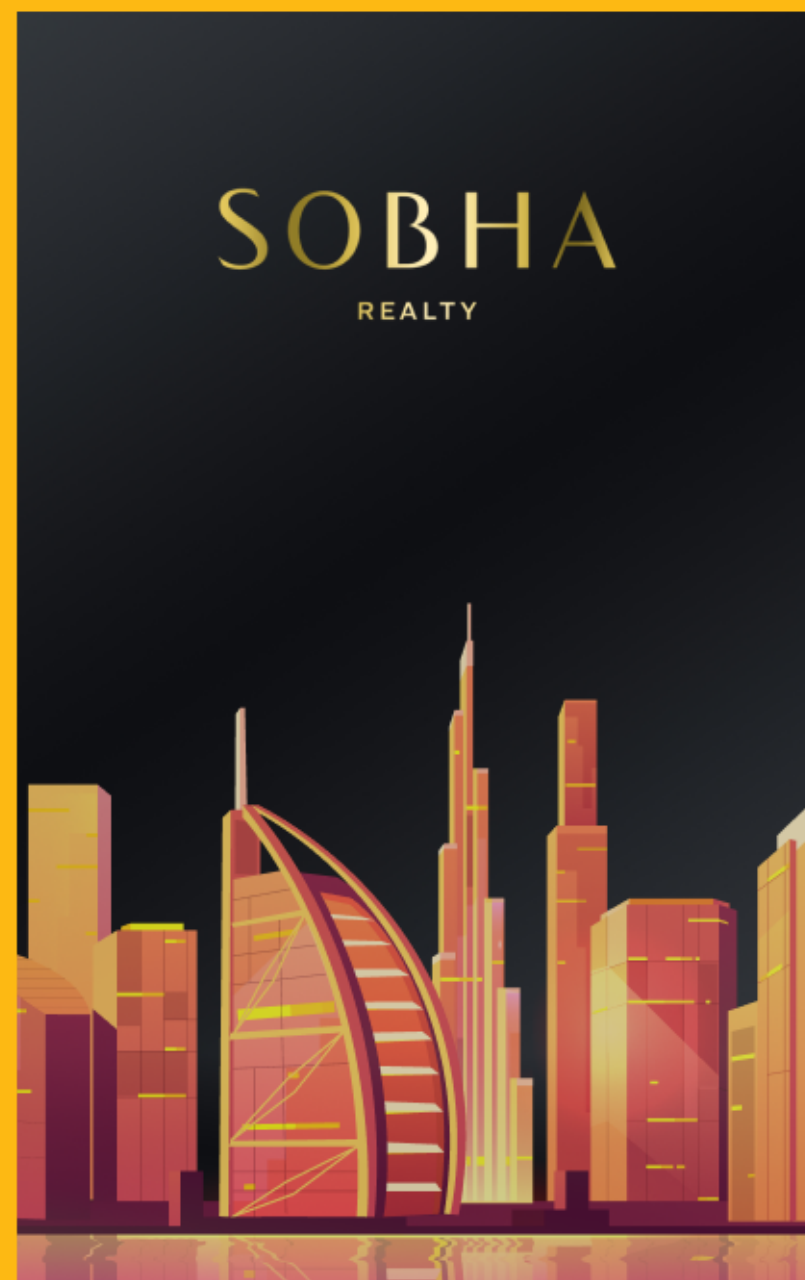
The Challenges

- 1 Low customer retention post-project completion.
- 2 Limited digital engagement with Customer
- 3 No post purchase benefits programme for customers.
- 4 Lack of Year-Round Engagement and Relationship Building.

extraa

Loyalty Card

The All-in-One Solution



1

NFC contact
sharing

2

300+ Brand
discount privileges

3

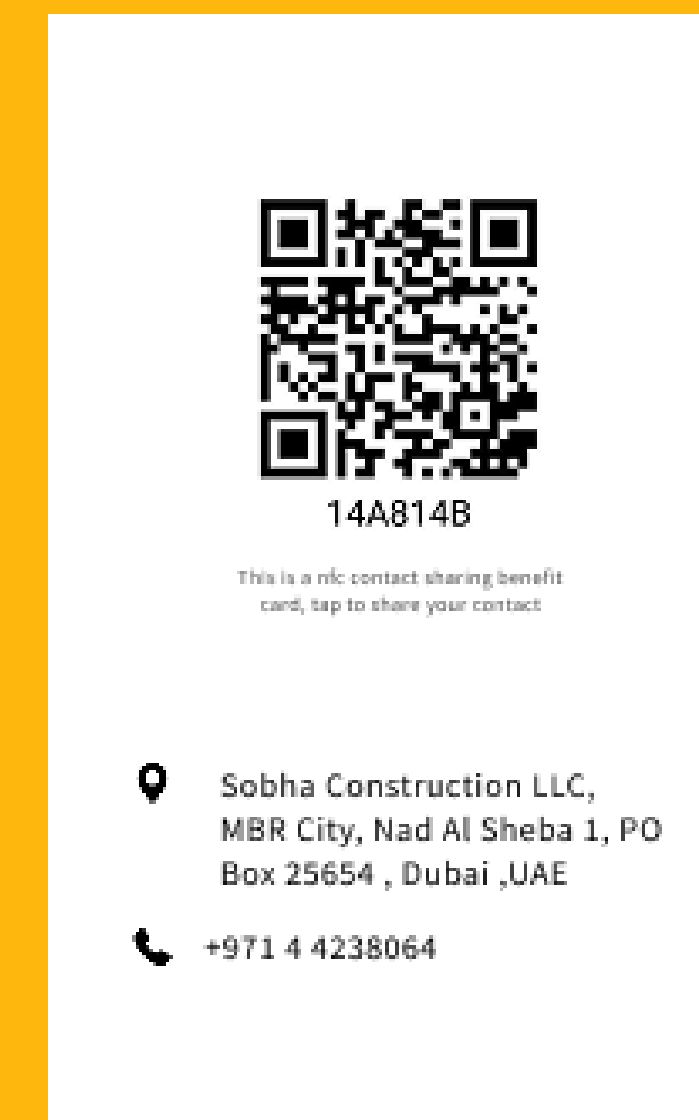
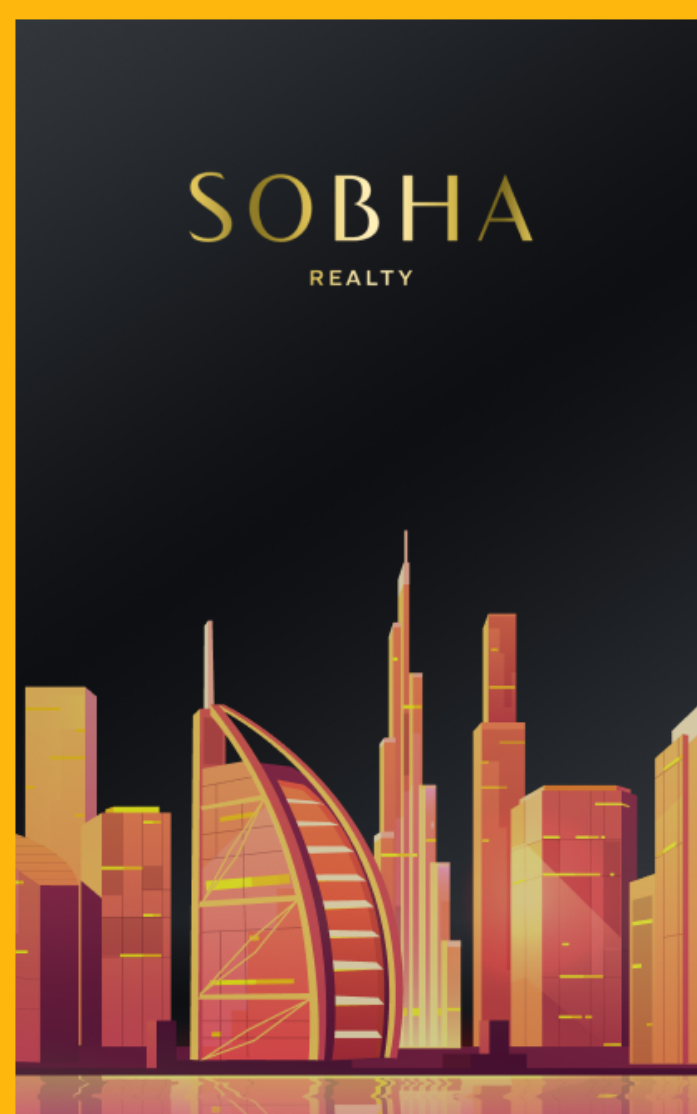
Access
management

4

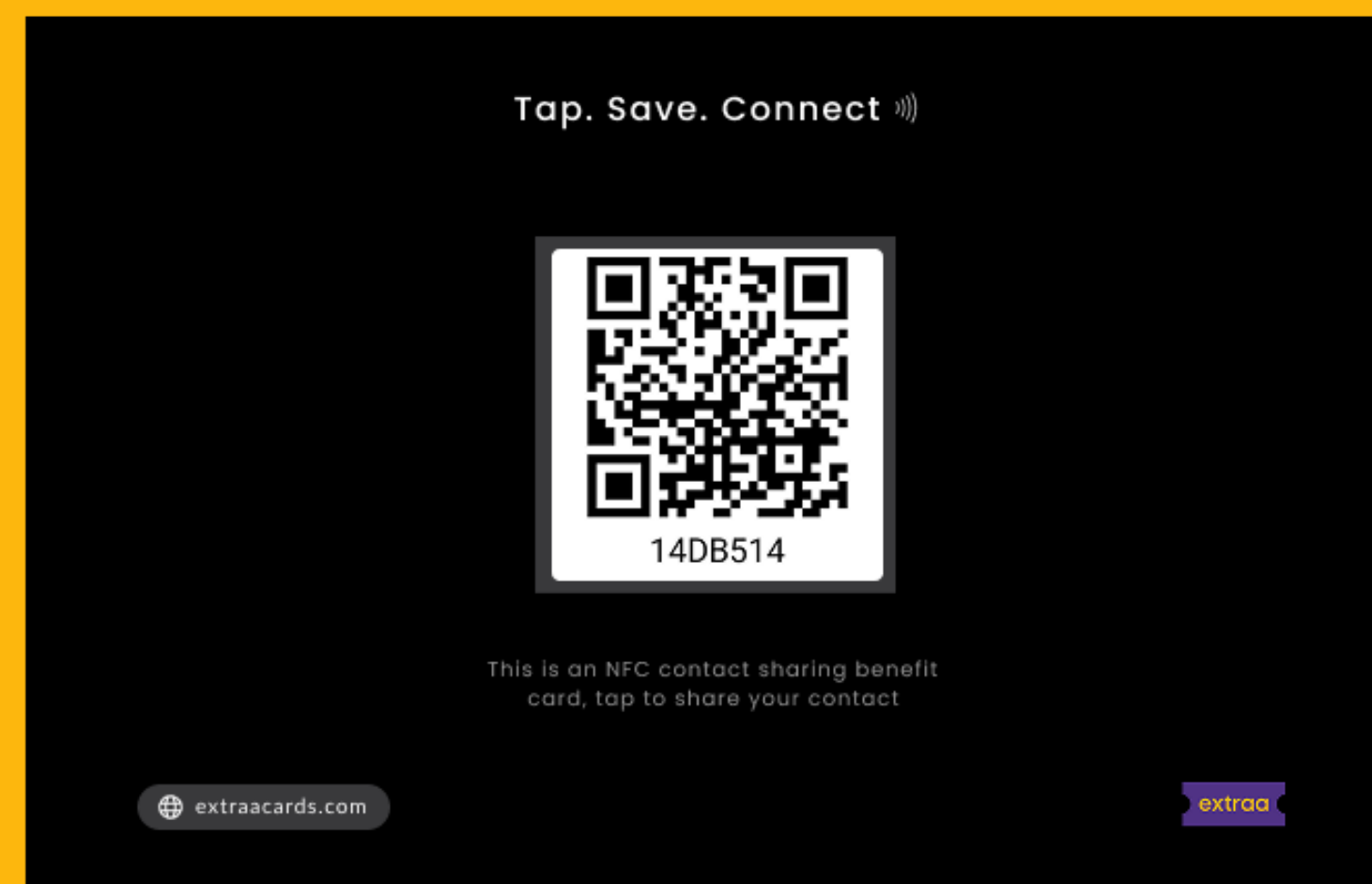
Point Management
System

5

Membership cards
(Community
Building)



EMPLOYEE SMART NFC ID CARD



 Our Sample Designs



NFC contact sharing

- 1 Tap your loyalty card to share your information.
- 2 Customers get to create their own Personalised Profile on your website.
- 3 Customers become Promoters in the whole process.

300+ Brand discounts to all customers

Unlock incredible savings with your Privilege card. Get exclusive monthly discounts from your favorite brands and save up to ₹5,000 each month."





Access Management

- 1 We can install Turnstiles in apartments.
- 2 Any other property launch/site visit can also be mapped on the card.
- 3 We can add readers that will be mapped to loyalty cards.
- 4 We can also install access points in common areas like clubhouses etc.

Brand-Specific Landing Page

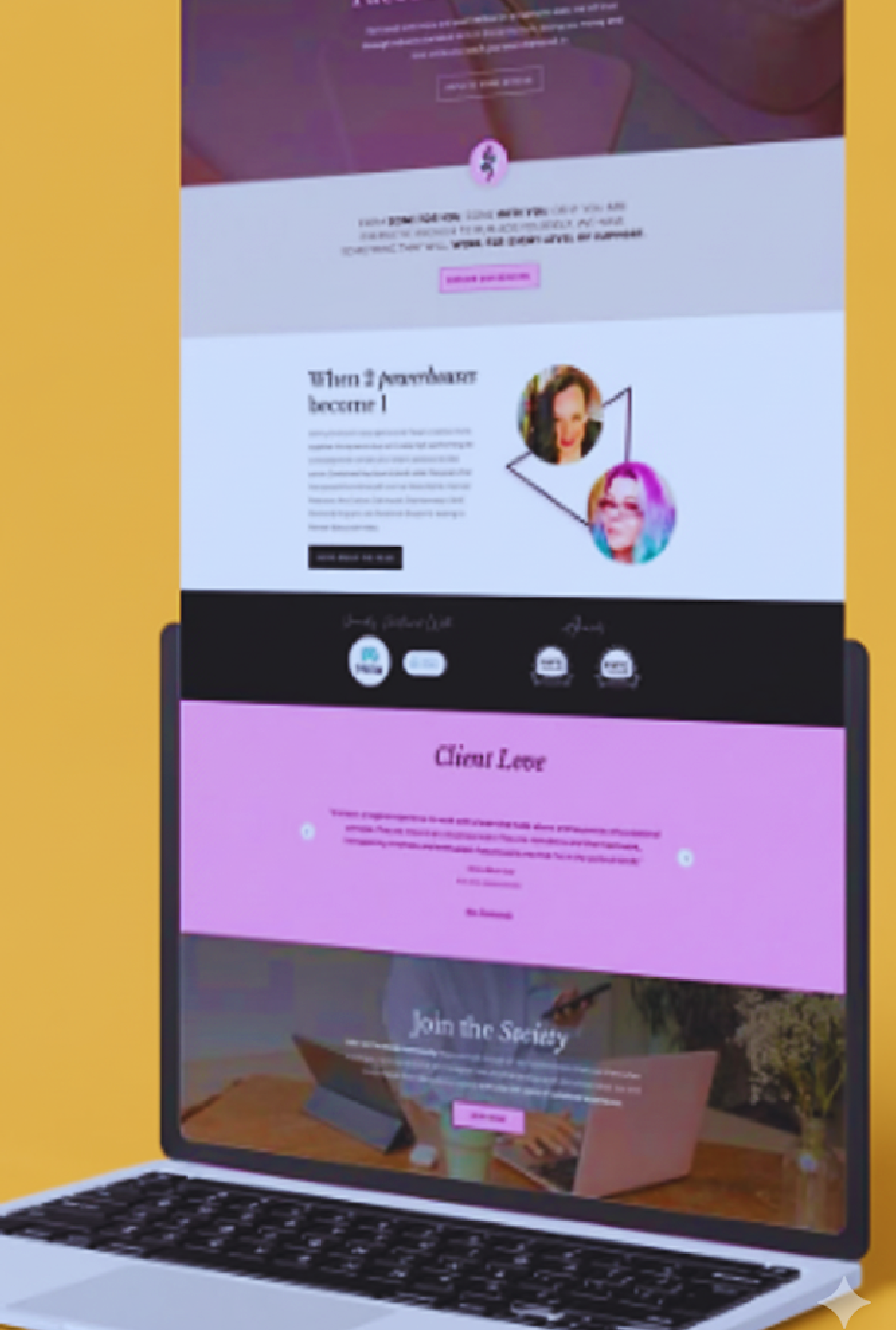
1

This Point Management system has

- **Create a marketplace of your choice for customers, employees and other stakeholders**
- **Earn and Redeem Points**
- **Track customer activity**
- **Monitor usage**
- **Sync with your existing CRM**

2

Seamless interface for managing all loyalty operations.



 Filters

Categories

- ☐ Chimney
- ☐ Chopper
- ☐ Combo Kit
- ☐ Composition monitor
- ☐ Cooker
- ☐ Data Cable
- ☐ Dinner Set
- ☐ Dry Iron

Brand

- ☐ Amazon
- ☐ Ambrane
- ☐ American Tourister
- ☐ Arrow
- ☐ Bajaj
- ☐ Blaupunkt

Clear

Apply Filter



montex
Blue Ball point pens
Stationary

₹10

Add to cart



American Tourister
American Tourister Walton ...
Trolley

₹8500

Add to cart



Ambrane
Elevone Hola Bluetooth calli...
Smart Watch

₹4999

Add to cart



I-Kall
I-Kall K32 Phone
Mobile

₹1599

Add to cart



Ambrane
Wall charger 30 W Impulz H...
Wall Charger

₹1999

Add to cart



I-Kall
I-Kall K27 Phone
Mobile

₹1599

Add to cart



Wonderchef
Nutri-blend, 400W, Mixer-G...
Blenders

₹6100

Add to cart



Ambrane
Combo kit ATK 03
Combo Kit

₹2499

Add to cart

Dedicated marketplace to redeem rewards



Earn & Redeem Coins

EARN COINS

- 1 Issue loyalty points for milestones
 - **Project booking**
 - **On-time site completion**
 - **Referrals**
 - **Site visits**

REDEEM COINS

- 2 Stakeholders can redeem points on a dedicated marketplace.
- 3 Choose from 65+ Top brands and get up to 30–50% discounts on every products.
- 4 You will have full control to set your own rewards and coin logic for the marketplace.

Other Gamification Options

1

Extraa Rating

Feedback at every stage.

2

Extraa Carnival

Increase customer engagement using spin & win.

3

Extraa Forms

Create custom feedback & lead forms in minutes with Extraa Forms.

4

Whatsapp automation

Engage your audience with automated messages & updates.

5

Add bulk SMS

Reach thousands instantly with a single click.

6

Add email services

Connect your accounts and manage all emails in one place.

7

Telecalling services

Drive better customer engagement with every call.

8

Smart Digital Solutions

Custom-built apps and websites tailored to your business needs.

Procurement Solutions



Apparels



Accessories



Bags and
Suitcases



Brass items



Crockery and
cutlery



Digital gift cards



Drinkware



Electronics
(Big)



Electronics
(Small)



Eco-friendly
products



Food items



Gift sets, combos,
or gift boxes



Gold and
silver coins



Home
appliances



Home
furnishing



Promotional
items



Smart ID cards
with NFC chip
and lanyards



Stainless
steel items



Stationery &
Tabletops



Trophies &
Medals



Rewards &
Recognition
Solutions

Our Clientele

CASAGRAN
building aspirations

G **SQUARE**
GROUP
YOUR PLOT. YOUR HOME. YOUR WAY.

BAASHYAAM
IMPROVING LIFESTYLES - ENHANCING LIVES

ruby
Building Future

PRINCE
PROMISES DELIVERED

ABI
INTEGRATED WITH INTEGRITY

SPR INDIA
BUILDING WITH PURPOSE

SAMEERA
ESTATES

BRIGADE

SOBHA

Appaswamy
REAL ESTATES

DRA
EXPERIENCE NICE

VGN
CREATING ASSETS SINCE 1942

AMARA

KOCHAR
HOMES
DON'T DREAM. JUST LIVE

SOWPARNIKA
Delivering Happiness

extraa

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



Key Business Benefits

- 1 Boost Customer Engagement & Retention**
Reward clients, contractors, and suppliers to drive repeat business and long-term loyalty.
- 1 Strengthen Brand Positioning**
Stand out with a modern, tech-driven loyalty solution that reflects innovation and professionalism.
- 1 Gain Actionable Insights**
Track attendance, points usage, and customer behavior to make smarter business decisions.

Let's Build Stronger Relations Together

 India
Chennai
Bangalore

+917305012123
+917305012124
+917305012127



sales@extraa.in



www.extraacards.com