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FLEET LOYALTY PROGRAMME

BY EXTRAA

extraa

Our Services

Help you

extraa



Transform ID cards
into powerful
driver tools



Track performance,
boost engagement,
and reward
excellence



Make smart
decisions with
realtime insights



Build Customised
solutions to your
existing platform

Track. Reward. Report. One card does it all.

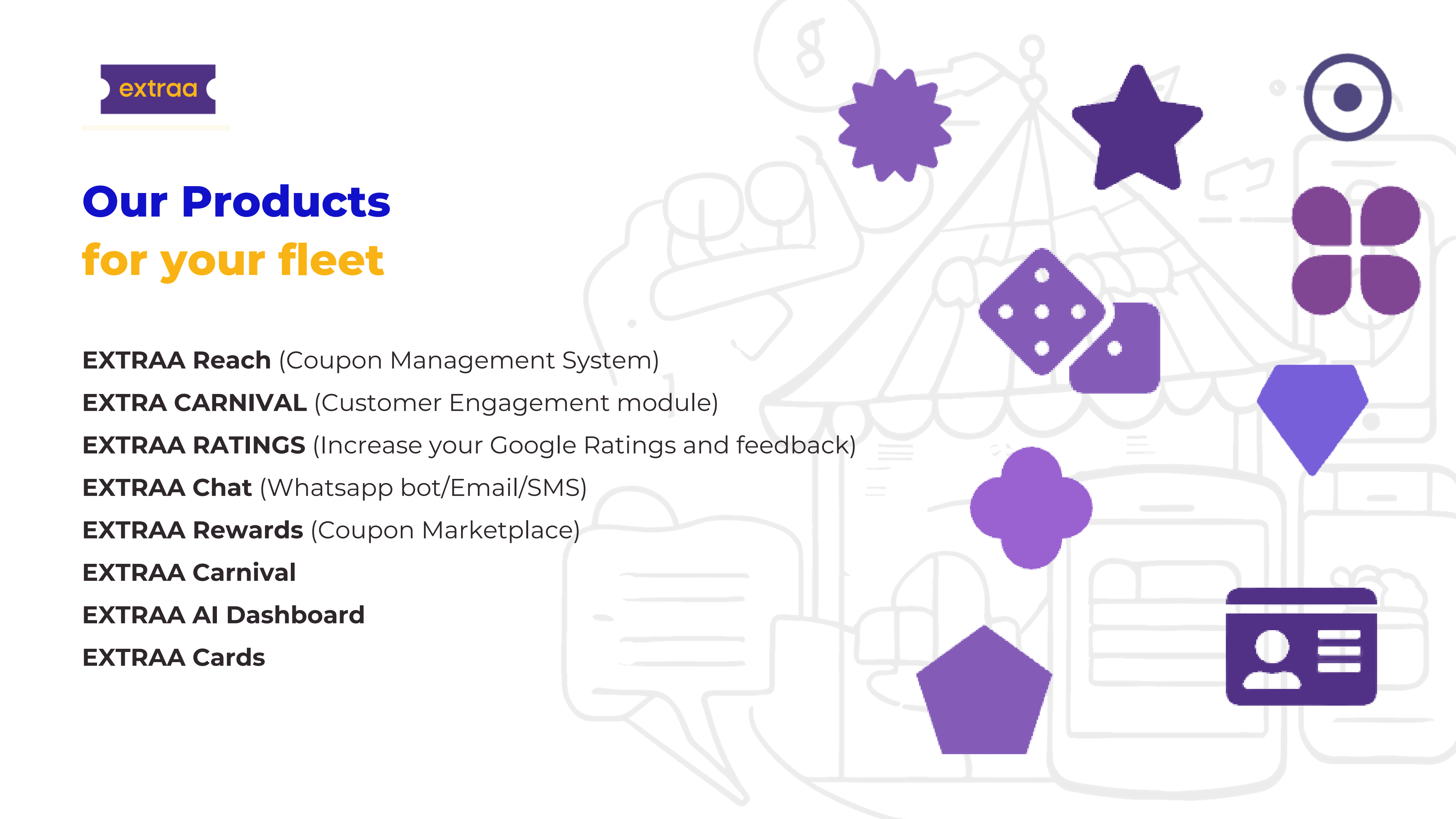
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Our Solutions for Both

drivers

customers





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Our Products for your fleet

EXTRA A Reach (Coupon Management System)

EXTRA CARNIVAL (Customer Engagement module)

EXTRA A RATINGS (Increase your Google Ratings and feedback)

EXTRA A Chat (Whatsapp bot/Email/SMS)

EXTRA A Rewards (Coupon Marketplace)

EXTRA A Carnival

EXTRA A AI Dashboard

EXTRA A Cards

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Extraa Cards

- **NFCEnabled:** Tap technology for instant identification and transactions
- **Existing Design:** Customized with your company branding and driver details
- **Multifunctional:** ID card, attendance tracker, and rewards card in one
- **Offline Capability:** Works even without internet connectivity
- **Scan & Share:** QR code for easy sharing of driver information
- **Partner Recognition:** Instantly recognized at partner merchant locations
-
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Extraa Reach

- **Generate coupons for your Company | Fleet**
- **Convert physical coupons into the dashboard digitally**
- **Digital creation of coupons, unique codes and targeted coupon sharing is also possible.**
- **Ability to filter, sort and manage the coupons by various values such as offer, validity..etc.**
- **Providing API for all the necessary fields and communicate it back to the Application.**
- **Ability to analyse distribution and usage over time**



The Extraa logo consists of the word "extraa" in a yellow, lowercase, sans-serif font, enclosed within a purple rectangular box with rounded corners and a white border. A thin yellow horizontal line is positioned directly below the purple box.

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Extraa Chat

- **WhatsApp Integration:** AI-powered bot for 24/7 driver support and information
- **Point Management:** Instant balance checking and rewards access
- **Coupon Handling:** View, manage and redeem coupons via chat
- **Campaign Tools:** Create, target, and track communication campaigns
- **Broadcast System:** Send announcements to entire fleet or targeted groups
- **Twoway Dialogue:** Enable driver feedback and quick issue resolution
- **Multilingual Support:** Communicate in drivers' preferred languages
- **Automation:** Scheduled messages, reminders, and personalized notifications
- **Analytics:** Track engagement and optimize communications



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Extraa Perks

- **Vehicle Care:** Discounts on car washes, maintenance, and accessories
- **Food & Refreshment:** Special offers at local restaurants and food joints
- **Personal Grooming:** Deals on haircuts, salons, and personal care services
- **Daily Essentials:** Savings on groceries, phone recharges, and everyday items
- **Entertainment:** Discounted movie tickets and leisure activities
- **LocationSpecific:** Deals available near driver routes and highfrequency areas
- **Easy Redemption:** Simple coupon access through the app or WhatsApp



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Extraa Carnival

We curate Interactive Spin & Win and increase the chances of Earn and Burn Coins for User Engagement.

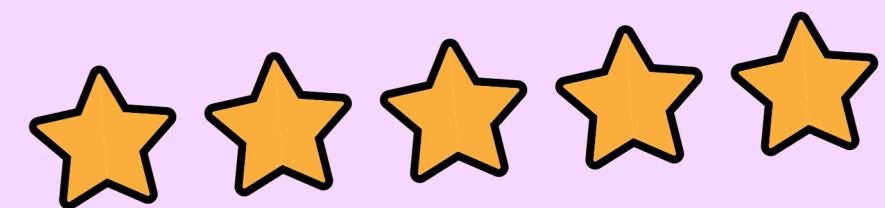
- Place SPIN AND WIN in the App Make Customers
- Play Once in 24 hours Pre decide the Offers and the
- outcome Make the customer win and Increase the
- chance of additional sales immediately.



Extraa Ratings

Feedback & Rewards

- **QR Codes in Vehicles** We install custom tracking QR codes in your fleet
- **Seamless Feedback** Passengers scan the QR with their phone camera (no app needed).
- **Google Ratings Boost** After completing the quick feedback form, all 4.5 star ratings automatically sync to your Google Reviews, improving your online reputation.
- **Reward Happy Customers** Passengers instantly receive exclusive discount coupons from our partner brands



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ExtraaAI Dashboard

Your Allin-One Dashboard

See everything at a glance

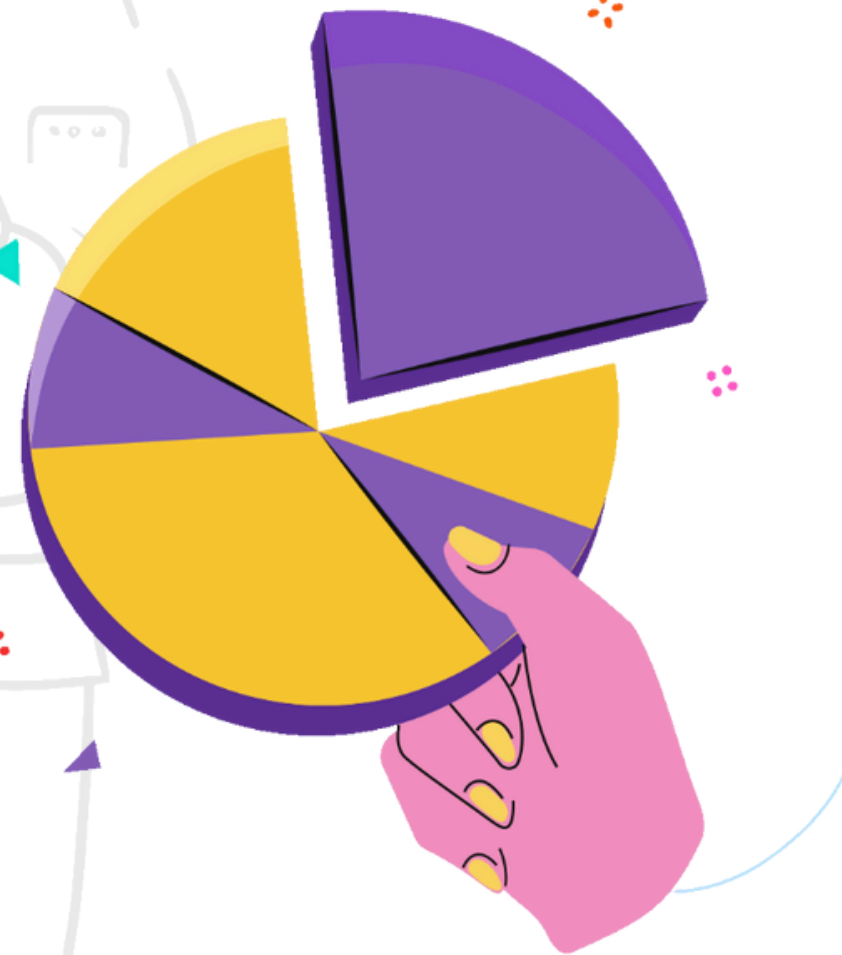
Track who's performing best

Monitor attendance without paperwork

Manage rewards with a few clicks

Get instant insights on what's working

Create reports in seconds



Make Work Fun & Rewarding

Points for good performance

Games and challenges to boost motivation

Rewards that drivers really care about

Recognition for top performers

Simple feedback collection from customers

Easy communication with your whole team

All just a click away from your dashboard

Every card tap tells you something valuable

- **Who your best drivers are?**
- **When and where drivers check in?**
- **Which rewards drivers value most?**
- **How performance is trending?**
- **What motivates your team?**
- **Where to focus your attention?**

Getting Started



Communications at every step

Onboarding:

- Driver applies via WhatsApp/web form
- Reflex verification confirms identity
- Approved driver receives ID card

Earning Points:

- Completing trips
- Maintaining high ratings
- Consistent attendance
- Meeting performance goals

Engagement:

- Daily Spin & Win
- Time-limited challenges
- Performance leaderboards
- Achievement badges



Activation:

- Driverscans card QR code
- Completes brief verification
- Card activates instantly

Redeeming:

- Check points via app/WhatsApp
- Browse reward catalog
- Receive instant digital coupon

RnR:

- Through our Procurement solutions
- Gifts/Insurance etc



What the Driver Gets



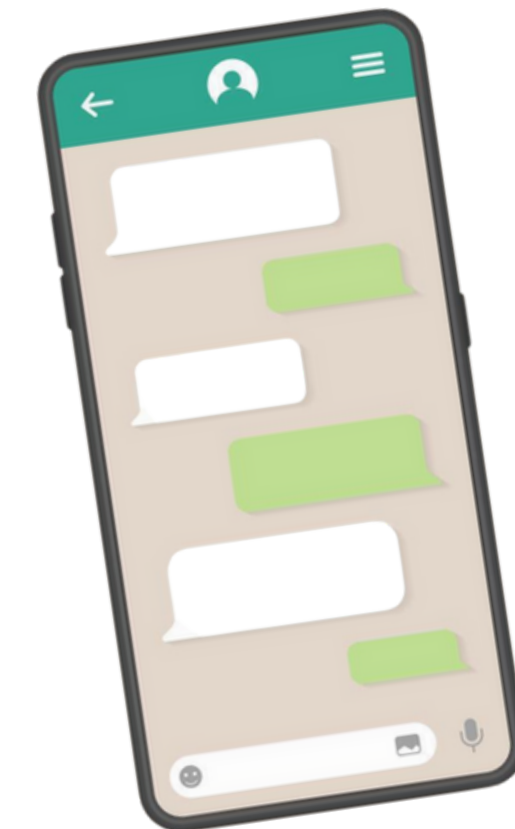
ID Card

Driver ID Card with
Your Design on our
NFC+QR Extraa Cards



Dashboard App

Either in our applicatoin
or **Whitelabeled to**
Yours



WhatsApp Bot

To alert them to **Notify**
campaign/coupons etc
to also **raise queries**

EXTRA A Carnival can be whitelabeled



What the Customer Gets



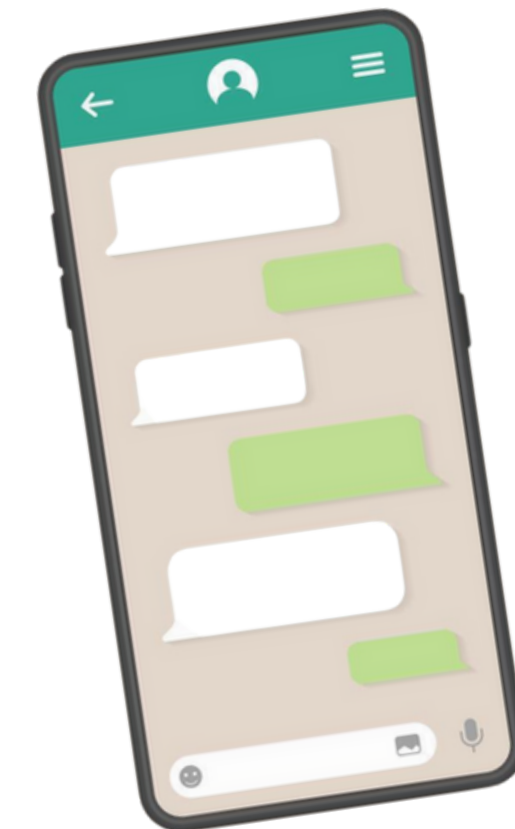
Extraa Rating

Reward based Review system: **luckydraws or coupons for reviews**



Extraa Coupons App

Either in our applicatoin or **Whitelabeled to Yours**



WhatsApp Bot

To alert them to **Notify campaign/coupons** etc to also **raise queries**

EXTRAa Carnival can be whitelabeled

Our Success Story

Solved missing data

problems through reward based collection

Increased LPG kit

conversions using Extraa Points incentives

Facilitated **on-ground transactions** via Extraa Card

Boosted fill size through targeted coupon campaigns

Streamlined communications with drivers and customers

Centralized all operations in one **management dashboard**



Implemented **intelligent coupon engine** with personalized offers

Simplified **reward distribution** through automated system

Increased average driver earnings through better efficiency

Improved overall **platform ratings** through driver satisfaction