

Organization: Rapido
Link: <https://www.rapido.bike/>

Email Marketing

Hey there pillion,

The best way to commute around is by maintaining a safe distance from the crowds. There has been no COVID transmission from Rapido rides since the lockdown! Rapido is fully equipped with necessary safety measures for your safe travels.

With top standards of hygiene, **your every ride is protected, secured, and insured.**



RAPIDO

YOUR SAFEST BET

AVOIDING CROWDS MADE EASY
LESSER SURFACE TOUCHPOINTS
DISINFECTED HELMETS & BIKES
CONTACTLESS PAYMENT OPTIONS
REGULAR CAPTAIN TEMPERATURE CHECKS

Your health and well-being matters to us at Rapido. We request our riders to follow the safety guidelines issued by the government before starting your journey with us.

WHAT YOU NEED TO FOLLOW:


WASH HANDS


AVOID CROWDED PLACES


BRING YOUR OWN HELMET


USE RAPIDO WALLET

The safety of our Captains & customers is our topmost priority. We are undertaking all possible measures and adhering to the Government's protocols

BOOK NOW













GET IT ON
Google Play

We hope you enjoy receiving these emails. You can manage your email. If you'd rather not receive future emails of this sort from Rapido, please click here to [unsubscribe](#).

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refai

Share the journey & win exciting prizes!



It's time to share the love

Did you know that old saying "It pays to have a friend"? Well with the Rapido referral program it literally does. Our new and exciting referral program can help you win great prizes and for the ones, you refer too. So, here's how you can get started.

Refer a friend & get Rs.20 cashback on their 1st ride. Also, Rs.20 cashback into your friend's wallet!



You're one step closer to a great win!



Refer 2 friends & get a pass for 5 rides worth Rs.100



Refer 5 friends & get a pass for 15 rides worth Rs.250



Refer 10 friends & get 2-month's pass of 15 rides each worth Rs.500



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Terms and Conditions of the Referral Program

- The campaign is applicable for users who have completed at least one ride with us.
- Referrals can be activated for first time users via referral link code in the invite friends section of the app.
- All cashbacks & offers are valid only once the friend has downloaded the app and booked their first ride. The campaign will be active until 10th August 2020 and the results will be declared by 15th August 2020.
- Please note that the rewards will be distributed over the span of 10 days until 20th August 2020.
- Communications will be sent out to all the winners via e-mail & push notifications.
- Any user found tampering with or otherwise abusing any aspect of the referrals will be disqualified.

Rapido reserves the right to withdraw or change the condition of the contest any time without prior notice. Rapido's decision will be final and binding.

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Copy Writing - Push Notifications

Wordplay using Hindi language and English.

No suffering. Only सफ़र-ing!

RIDE RAPIDO

DOWNLOAD ON

AT YOUR DOOR STEP **VERIFIED CAPTAINS** **INSURED RIDES**

rapido
India's Largest Bike Taxi!

**3 is not a company!
It's a crowd**

Ride Rapido!

Ride two anywhere!
Travel in open spaces & avoid crowds.
Book a Rapido!

AS SAFE AS HOME!

HAND WASHED BEFORE & AFTER RIDE

DISINFECTED VEHICLE

FACE MASK

REGULAR TEMPERATURE CHECKUP

Safety check in every step
Dont worry about a thing on a Rapido. Tap now!

Rapido · Rapido it! · now ^

Hi Purnima, Make peas, not war!
Spread love & send accross that peas pullav

DELIVERING BOXES OF LOVE

#RapidoLocal

RAPIDO

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**KNIGHT
IN
SHINING HELMET**


QUICK AFFORDABLE SAFE

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 Rapido · Book now! · now ^

We're so extra..
When it comes to your safety.


RIDE WITH ZERO WORRIES

-  DOOR STEP PICKUP & DROP
-  DISINFECTED VEHICLE
-  HAIRNET FOR PILLION
-  CONTACTLESS PAYMENT OPTION



 RAPIDO

 RAPIDO

AS SAFE AS HOME!



-  HAND WASHED BEFORE & AFTER RIDE
-  DISINFECTED VEHICLE
-  FACE MASK
-  REGULAR TEMPERATURE CHECKUP

Safety check in every step
Dont worry about a thing on a Rapido. Tap now!



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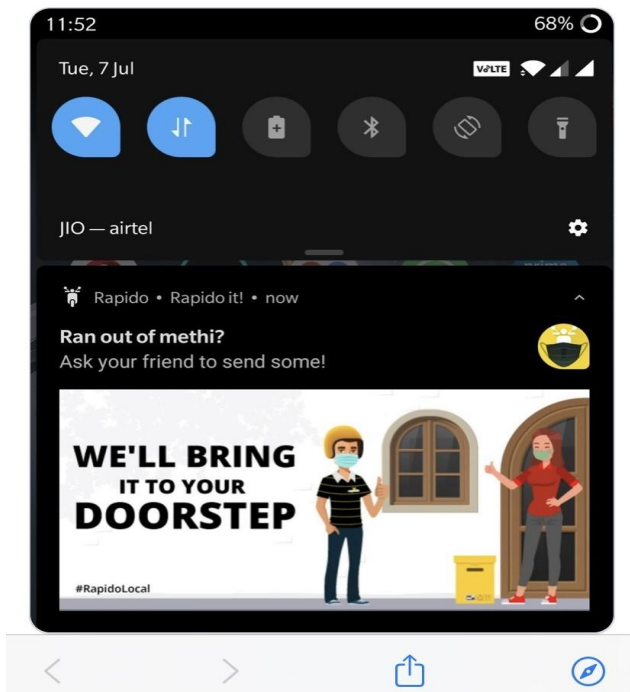
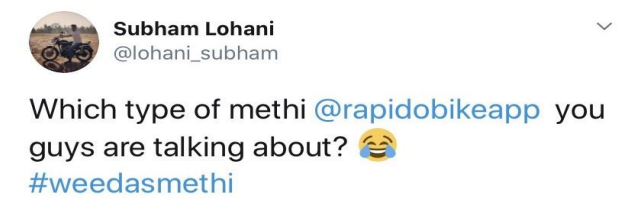
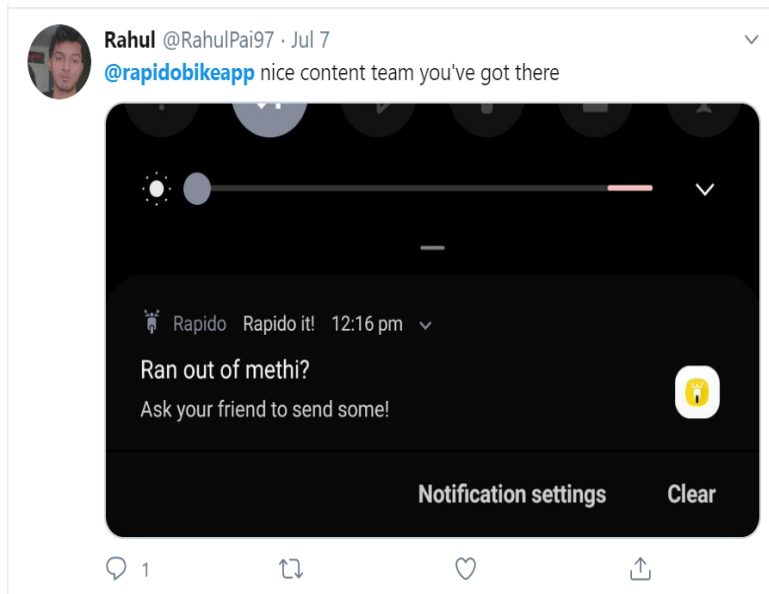
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Push Notifications that received traction from the users on Twitter



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Social Media - Instagram Grid during Helmet Campaign promoting safety, increasing awareness among the users and augmenting the interaction amongst the users and alongside hopping on topicals.

