



Capillary is proud to partner with
The Tata Group to power the

LOYALTY SUPERAPP, TATA NEU

Never seen before rewards program in India
across 10+ TATA brands



>80M expected
App users



2500 offline stores
and 120M consumers



Capillary powering group &
brand loyalty programs



Integrations done
with 20+ IT systems

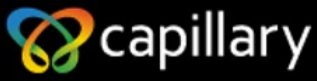


Provides seamless &
unified experience



20+ more brands in
Phase 2





Exclusive offers, privileges
and rewards every time customers...



Order groceries



Order medicines and tests



Order a meal



Book a stay at the Taj



Buy electronics



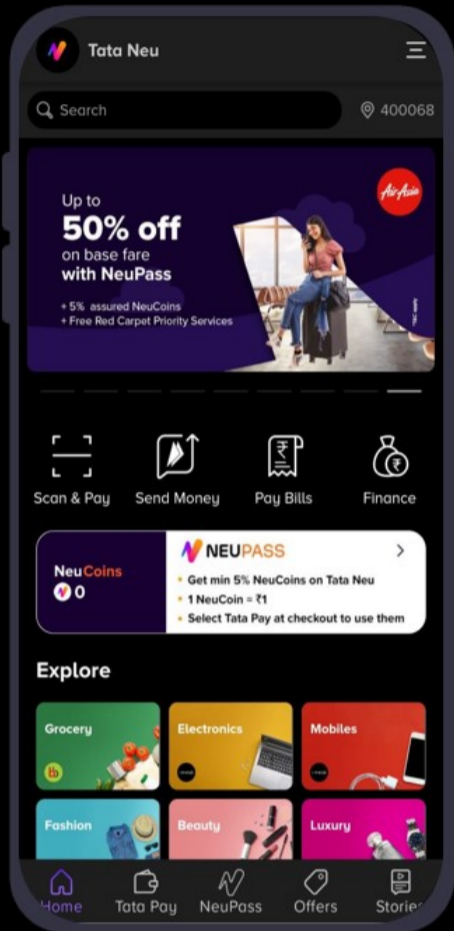
Book a flight



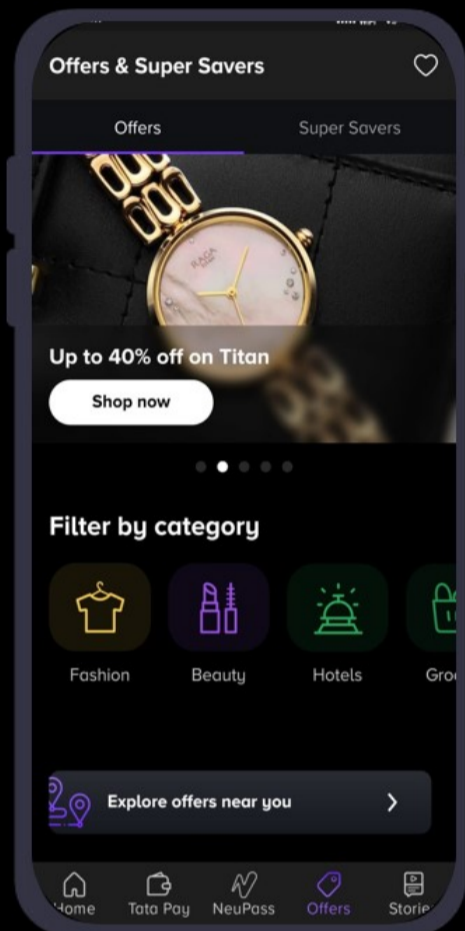
Style up



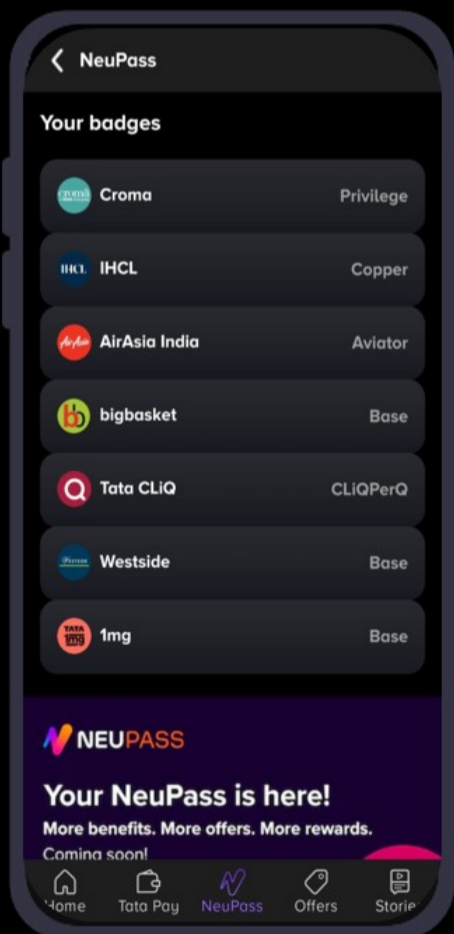
Top features of TATA NEU



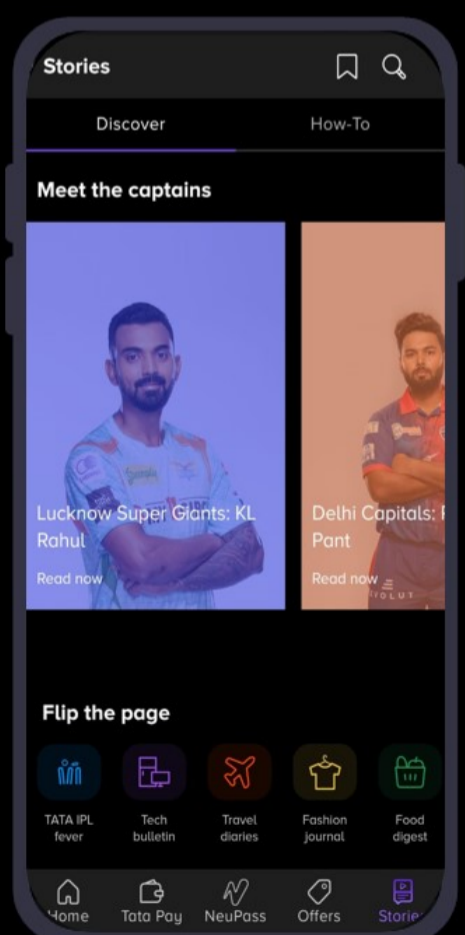
'Earn anywhere, burn everywhere' strategy



Hyper-personalized offers based on data



Unified view of loyalty program



Unmatched digital content & UI