

Pluxee's Summer Carnival Delivers Value and Aspirational Rewards to India's Workforce

Category: Business

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The promotional banner for Pluxee's Summer Carnival features a dark blue background with a yellow and blue bunting banner in the top right corner. The Pluxee logo is in the top left. The central text 'Top-up the joy' is in yellow. Below it are four icons: a carnival tent with 'pluxee SUMMER CARNIVAL', a gold coin with a rupee symbol and '2% CASHBACK', a gold coin with '₹200 JOINING BONUS', and a 'pluxee PRO' badge. Below these icons is the text 'Up for grabs:'. The bottom section has a yellow background with a large smartphone (labeled 'iPhone 16') in the center. To the left of the phone is a dark blue box with 'Taj Experiences worth upto ₹50,000'. To the right is a dark blue box with 'Pluxee Gift Cards worth ₹500'. At the bottom center is the hashtag '#MoreOfWhatMatters.' and at the bottom left is '*T&C Apply'.

pluxee

Top-up the joy

pluxee SUMMER CARNIVAL

2% CASHBACK

₹200 JOINING BONUS

pluxee PRO

Up for grabs:

Taj Experiences worth upto ₹50,000

iPhone 16

Pluxee Gift Cards worth ₹500

#MoreOfWhatMatters.

*T&C Apply

With rising daily costs and increasing financial mindfulness, India's working professionals are seeking ways to make their paychecks go further; without giving up on every-day joy. Pluxee's Summer Carnival taps into this shift, turning

everyday spends into meaningful, high-value rewards.

From assured cashback to aspirational giveaways like iPhones and luxury hotel stays, the campaign makes everyday spending feel smarter, more satisfying, and joyfully intentional.



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pluxee

Top-up the joy

pluxee SUMMER CARNIVAL

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₹200 JOINING BONUS

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Turn everyday spending into a summer of rewards

Here's how Pluxee consumers are winning big this season. New users receive a flat Rs. 200 joining bonus, while every self-load to the Pluxee Meal Wallet earns an assured 2% cashback. Users who load Rs. 2,500 and above stand a chance to win a luxury Taj stay worth up to Rs. 50,000, while those loading Rs. 1,000 and above are eligible to win Rs. 500 Pluxee Gift Cards. Weekly iPhone 16 giveaways are up for grabs through

lucky draws for all active Pluxee consumers. In addition, the premium membership program: Pluxee Pro, is available at just Rs. 99, unlocking over Rs. 8,000 in value across food, lifestyle, travel, finance, entertainment, health, and more.

With over 5 million merchant touchpoints across 1,800+ towns in the country and a seamless app experience, Pluxee gives users the freedom to spend flexibly and get rewarded for it. The self-load feature enables instant gratification through cashback, while Pluxee Pro enables more value via exclusive discounts across essential lifestyle categories like travel, food, health & wellness, entertainment and more.

“Consumers today are choosing value and flexibility,” said Harish Sarma, Marketing & Product Director, Pluxee India. “This campaign reflects a shift towards meaningful, choice-driven spending. We’re proud to turn everyday expenses into experiences that truly matter while boosting purchasing power of our consumers.”

This initiative reinforces Pluxee’s vision: enabling users to experience more of what matters – be it a midweek indulgence, a surprise treat, or a long-awaited escape – made possible through smarter everyday spending.

Top-up the joy, today, visit, visit www.pluxee.in/summer-carnival.

About Pluxee India

Pluxee is a leader in employee benefits and motivation, supporting businesses in attracting, engaging, and retaining talent through a broad range of solutions across Meal, Wellbeing, Learning, Rewards & Recognition & whole range of other offerings. With 28+ years of expertise in India, Pluxee partners with 11,000+ companies across the public and private sectors, fostering a trusted network of 150,000+ merchant partners on meal and 5 million+ merchants on other benefits. Every day, Pluxee India works to support 3.5 million+

consumers in 1,800+ towns nationwide.

Powered by innovative technology and a dedicated team, Pluxee India delivers meaningful and personalized experiences through a single card and app to enhance the well-being of its consumers at work and beyond. Carrying forward a 45+ year global legacy, Pluxee is committed to creating a positive impact on local communities, promoting sustainability, and enabling its stakeholders to do what matters the most.

For more information, visit www.pluxee.in.

