

ShopClues' 37 million loyalists to be rewarded with a Membership to the exclusive VIP Club

By : INVC Team Published On : 2 Feb, 2018 09:36 AM IST



INVC NEWS Bangalore,

As part of its 6th Anniversary celebrations, ShopClues, India's first and largest e-commerce marketplace announced the launch of itsVIP Club program as a gesture to reward its huge base of 37 million loyal customers, while also enticing new customers across the country. Over 70% of ShopClues's Customers reside in Bharat, the tier 2, 3 and beyond towns of India, and look for the best value for the money they spend. The VIP Club is tailor-made for big savings for these value-conscious consumers, and offers a 5% cashback on every purchase. The cashback through CluesBucks (1 CluesBuck = Re. 1) can be used for subsequent purchases, and VIP Club members can earn CluesBucks with every new order. ShopClues' loyal customers can thus save more and more every time they shop, as they choose from over 3 crore listed products, every month! The platform has left no stone unturned to make this an irresistible offering, with no hidden costs, no minimum order value, and no order limit, which means that savings can be availed on even low-cost products, and on each order. Furthermore, the VIP Club membership is absolute free and available for everyone - all a customer has to do is shop once in every 30 days - and they get 5% cashback on every order! Any customer can become a member within 24 hours of their last order, and will need to place at least one order on ShopClues, within 30 days from the date of their last delivered order, to retain this membership. VIP Club members also enjoy exclusive launch offers, such as a flat Rs.100 off on a minimum purchase of Rs.275 with Food Panda by a new user. This offer is applicable over and above restaurant discounts on Food Panda. Also enjoy Rs. 1000 off on a minimum cart value of Rs. 4000 on Lenskart. Customers will get 50% of the voucher value if combined with buy1get1 offer or buy 2 for certain value offer. ShopClues has also partnered with Grofers, to offer a flat 20% cashback upto Rs. 350, on a minimum order of Rs.1000. Aside from this, VIP Club members can indulge in a flat 25% off up to Rs.25 on their next ride with Ola, and up to 25% off on HiCare Services. These offers will be revised fortnightly, and the VIP Club members can look forward to many more enticing offers in the future.

URL :

<https://www.internationalnewsandviews.com/shopclues-37-million-loyalists-to-be-rewarded-with-a-membership-to-the-exclusive-vip-club/>