

Inorbit Malls unveils India's First Co - Branded Gift Card

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The Inorbit gift card can be purchased across its malls in Malad, Vashi, Pune and Hyderabad at a nominal cost of Rs. 100 per card.

With a constant endeavor to offer innovative and path-breaking products to its patrons, Inorbit Malls today unveiled 'The Inorbit Gift Cards', a unique gifting card at Inorbit Mall, Malad. Kishore Bhatija, CEO, Inorbit Malls, Vishwavir Ahuja MD & CEO, Ratnakar Bank, Uttam Nayak Group Country Manager – India & South Asia, Visa, Aniruddha Sane India Country Manager, REV Worldwide and Gavin Young Consul General and Trade Commissioner of New Zealand launched this innovative concept.

Bringing exceptional value to its patrons, the Inorbit gift card is a hassle free, convenient and one-stop gifting solution for friends, families and colleagues which not only provides them with freedom of choice but also a world of choice!

The Inorbit gift card can be purchased across its malls in Malad, Vashi, Pune and Hyderabad at a nominal cost of Rs. 100 per card. It can be loaded with prepaid amounts ranging from Rs. 500/- to Rs. 50,000/- and each Gift Card is valid for a year from the date of purchase.

At the launch announcement, Kishore Bhatija, CEO, Inorbit Malls said, "We're delighted to introduce The Inorbit Gift Card and believe that our consumers will enjoy the convenience of having an even wider range of gift ideas to choose from when they visit our stores. We are confident that the Gift Card will prove to be an asset and enrich the shopping experience of our patrons".

Inorbit Malls has partnered with Ratnakar Bank, REV and Visa for the effective implementation of this offering. Ratnakar bank will be the banking partner wherein REV, the card management process partner will manage the fund flow and Visa will make sure that the card can be used at any of the Inorbit Malls across India.

Speaking on the occasion, Mr.Vishwavir Ahuja, MD & CEO, Ratnakar Bank said, "It is a proud moment for Ratnakar Bank to be a part of this collaboration, since it is the first time in India that such a retail co-branded programme has taken place. Especially with the festive season around the corner, this gift card being one of its kinds is something fresh and unique for the masses to exploit as they please in any of the Inorbit Malls."

Uttam Nayak, Group Country Manager, India and South Asia, Visa, said, "Visa is delighted to partner with Inorbit Malls, Ratnakar Bank and Rev to launch 'The Inorbit Gift Cards', a prepaid card, which consumers can purchase from Inorbit Malls. Keeping in mind the numerous gifting options available it sometimes becomes difficult to choose the right gift. We believe that with the new Gift Card the activity of gifting will become simple and pleasurable again as consumers can simply purchase the gift card and open the doors to a wide variety of shops for the recipient to pick a gift of their choice. Keeping in mind the growing Indian retail segment, Visa is confident that this card will open up newer segment as well as provide Indian shoppers with some unique benefits they have been looking for."

"We are delighted to join forces with Inorbit Malls, Ratnakar Bank and Visa to bring consumers unlimited possibilities for gifting and shopping solutions," said Aniruddha Sane, India Country Manager, Rêv Worldwide.

The gift cards offer consumers an opportunity to shop without having to carry cash, making for a safer and more efficient shopping experience. The gift cards are part of Inorbit Mall's continuous effort to enhance the shopping experience for its patrons, making it a perfect gift this season!!

<http://www.indiaonline.com/Markets/News/Inorbit-Malls-unveils-Indias-First-Co-Branded-Gift-Card/5260036166>