



SBI – Mastercard – Goibibo Campaign

Campaign Objective

1. Drive usage in domestic travel category for SBI Mastercard Debit card by doing a travel campaign with Goibibo. As COVID related restrictions are being lifted in most regions, domestic travel is reviving. As more and more people have started travelling, both for leisure and business purposes, it is the right time to do the travel campaign and leverage the momentum in this category.
2. Increase spends and drive repeat transactions for existing users in travel and eCommerce

Goibibo Spends on SBI Mastercard Debit Portfolio

Month	Feb '22	March '22
No. of txns.	13,186	14,366
GMV	5.95 cr.	5.89 cr.

Goibibo Offer

- Domestic Flight: Flat 10% Instant Discount (up to Rs. 1000); MTV - Rs. 4,000
- Domestic Hotels: Flat 12% Instant Discount (up to Rs. 5000), MTV - Rs. 2,000
- Each user may avail the offer once in a month
- The offer construct above can be tweaked based on initial performance of the campaign
- Offer days: The offer will run once a week, every Saturday, from 7th May – 25th June.
- Offer period may vary i.e., increase, or decrease based on budget utilization, without seeking any additional approval from SBI

Burn and Funding:

- Funding: 65% by Mastercard + 35% by Goibibo
- Total funds allocated for the campaign is Rs.25.5 lacs. Inclusive of fees and taxes
- Burn for the campaign is based on estimation and it can range from Rs.23-25 lacs basis the uptake of the offer. If the burn is higher than the planned budget, then it can be adjusted against the funds allocated for upcoming quarters
- Creative and communication cost on actuals
- Funding and vendor management to be done by Mastercard Advisors through Marketing Fund
- Reconciliation SOP and payment release guidelines:
 - Mastercard to inform SBI team once campaign is completed on merchant platform
 - Mastercard will share the offer related transaction data with SBI once received from merchant, on completion of campaign for reference
 - SBI to revert in maximum of 2 weeks from the receipt of data for any discrepancy
 - Mastercard shall proceed with the fulfilment and payment of the campaign discount after 2 weeks of sharing the transaction data with the bank if no discrepancy is reported