extraa

Asera Technologies

NFC & RFID Innovation Leaders

SMART CARD SOLUTIONS — POWERED BY EXTRAA

Your Brand. One Card. Limitless Impact.

From identification and payments to loyalty, access and attendance — we pack everything your business needs into a single NFC-powered card.

One Tap to Share | Fully Customisable | Secure & Scalable



CAPABILITIES

What Our Cards Can Do

- Digital Visiting Cards
- Identification Cards
- Rewards for All
- Access Control & Security
- Cashless Payments
- Prepaid & Wallet Solutions
- Membership & Privilege Management
- Visitor & Event Management
- Attendance Tracking
- Fleet & Rider Management

INDUSTRIES

Sectors We Serve

- Corporate Offices
- Schools & Colleges
- Retail & Shopping Chains
- Exhibitions & Trade Shows
- Events & Conferences
- Healthcare
- Hospitality & Clubs
- Government & Public Sector
- Logistics & Delivery
- Gyms, Spas & Salons

TRACK RECORD

Proven at Scale

1 Crore+
QR codes deployed
Banta Jeera FMCG — nationwide loyalty rollout

50 Lakh+
Coupons made
Across loyalty, discount & cashback programs

20 Lakh+
Feedbacks received
Real-time customer ratings driving service improvement

7 Lakh+
Smart cards distributed
Across retail, events, memberships & loyalty programs

2 Lakh+
Concert entries managed
Cashless entry & access at live concerts

15,000+
Kids at one cashless carnival
Tocaboca — fully cashless event ecosystem

90+
JITO chapters live
Pan-India membership app & smart cards

50+
Concerts & events ticketed
Across ticketing, entry & access control

ADD-ON SERVICES

Other Gamification Options

1

Extraa Rating

Feedback at every stage.

2

Extraa Carnival

Increase customer engagement using spin & win.

3

Extraa Forms

Create custom feedback & lead forms in minutes.

4

WhatsApp Automation

Engage your audience with automated messages & updates.

5

Extraa Reach

Coupon Management System — Engage customers with targeted coupons & offers.

6

Bulk SMS & Email Services

Reach thousands via SMS campaigns.

7

Telecalling Services

Drive better customer engagement with every call.

8

Smart Digital Solutions

Custom-built apps & websites tailored to your business needs.

MILESTONES

Where Extraa Has Delivered

Concerts & Events

- A R Rahman
- Darshan Raval
- VGP Ticketing
- Holi Rang De
- Collective Culture
- 50+ small concerts & events

Cashless Events

- Vijay Antony
- Dubai Summer Carnival
- Tocaboca — kids carnival
- Secret Stores — all weekends
- Leela
- Vibe

Memberships

- JITO Pan-India App
- BJP party cards
- TVK party cards
- Rotary App
- RCC Chennai
- AM Jain Alumni
- Presidency Club

Smart Cards

- Pothys
- A2B
- Solaris
- Sreeleathers
- Motherhood
- Sobha
- Multiple retail chains
- Multiple corporates

MILESTONES

Where Extraa Has Delivered

Loyalty for Brands

- Go Gas — LPG & CNG cards
- Zomato × HPCL
- Rapido
- Banta Jeera — 1 Crore QRs
- BMW
- Taj Group
- Aditya Birla

Custom Projects

- Hakkasan Wallet
- Sangeetha Mobiles
- Augmont CRM
- Sreeleathers ERP
- Sakra Hospital
- Zoominfo Perks
- KYN Deals

Feedback & WhatsApp Automation

- Lifecell
- TTECES
- Toyota Lanson
- Skoda Gurudev
- Aditya Birla
- Ranauk Foundation
- Pothys
- Mahindra
- Ponnuswamy
- Sameera Construction

Gamification — Spin & Win

- Mahindra Car voting
- GSquare paper Ad
- Pothys Luck draw
- T.Mangaram
- Sreeleathers
- Chennai Amrita
- Propshell
- RCC

PRODUCT CATALOGUE

Our Offerings

01 Retail ID Cards

02 Corporate ID Cards

03 School ID Cards

04 NFC Business Cards

05 Event Cards

06 Expo Cards

07 Bar Cover Cards

08 Membership Cards

09 Loyalty Cards

10 Discount Cards

11 Prepaid Cards

12 Cash Back Cards

13 Fleet Cards

14 Gift Cards

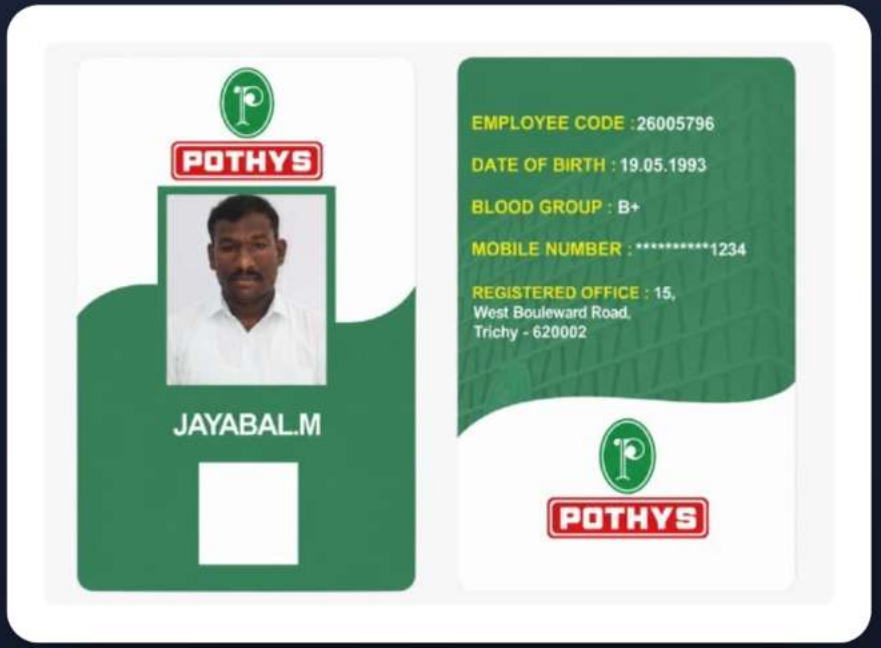
15 Access Cards

01 — RETAIL ID CARDS

Retail ID Cards

Smart Staff Identification & Customer Feedback

1. Employee identification, attendance & access management
2. Customers tap NFC or scan QR to instantly rate a staff member
3. Feedback displayed in real time on a centralized dashboard
4. Ratings above 4★ auto-redirect to Google Reviews
5. Lower ratings stay internal — enabling service improvement
6. Branch-wise and employee-wise analytics



02 — CORPORATE ID CARDS

Corporate ID Cards

Secure Office Access & Workforce Management

1. Secure employee identification and office access
2. Attendance tracking with NFC tap-ins and tap-outs
3. Digital employee profiles, contacts & emergency info
4. Visitor management and meeting attendance tracking
5. Integration with HR, payroll, and internal systems
6. Enhanced security with centralized monitoring



03 — SCHOOL ID CARDS

School ID Cards

Safe, Smart Campus Management for Schools

1. Student identification with secure campus access
2. Automated attendance for classrooms and school buses
3. Library, cafeteria & facility access — one card
4. Parent notifications for attendance & campus activities
5. Cashless payments within the school ecosystem
6. Improved student safety and administrative efficiency



04 — NFC BUSINESS CARDS

NFC Business Cards

Modern Networking Without Paper Waste

1. Instantly share contact info with a simple tap
2. Access to websites, portfolios, brochures & social media
3. Eliminate the need for printed business cards entirely
4. Update information anytime without reprinting
5. Generate and track leads from networking events
6. Create a modern and professional first impression



05 — EVENT CARDS

Event Cards

Seamless Attendee Experience from Entry to Exit

1. Quick attendee registration and seamless check-in
2. Access control for VIP areas, sessions & restricted zones
3. Contact exchange and networking between attendees
4. Cashless purchases for food, merchandise & services
5. Session participation and engagement tracking
6. Detailed event analytics and attendance reports



06 — EXPO CARDS

Expo Cards

Maximize Exhibitor & Visitor Engagement

1. Fast visitor registration and identification
2. Digital exchange of brochures, catalogs & company profiles
3. Track booth visits and visitor interactions at scale
4. Capture and manage exhibitor leads efficiently
5. Conduct lucky draws, surveys & engagement activities
6. Generate visitor insights and post-event reports



07 — BAR COVER CARDS

Bar Cover Cards

Elevate the Guest Experience at Bars & Lounges

1. Instant access to digital menus and promotions
2. Contactless ordering and cashless payments with top up
3. Manage VIP memberships and exclusive privileges
4. Reward frequent customers with loyalty benefits
5. Promote events, offers and special campaigns
6. Track customer visits and engagement levels



08 — MEMBERSHIP CARDS

Membership Cards

Premium Member Experiences & Retention

1. Instant member verification and authentication
2. Access to exclusive services, events & facilities
3. Reward point accumulation and redemption
4. Membership renewal reminders and notifications
5. Personalized offers based on member activity
6. Improved member engagement and retention



09 — LOYALTY CARDS

Loyalty Cards

Reward Customers & Drive Repeat Business

1. Reward customers for repeat purchases effortlessly
2. Track spending patterns and customer preferences
3. Deliver personalized discounts and promotions
4. Increase customer retention and brand loyalty
5. Enable targeted marketing campaigns
6. Access real-time customer engagement analytics

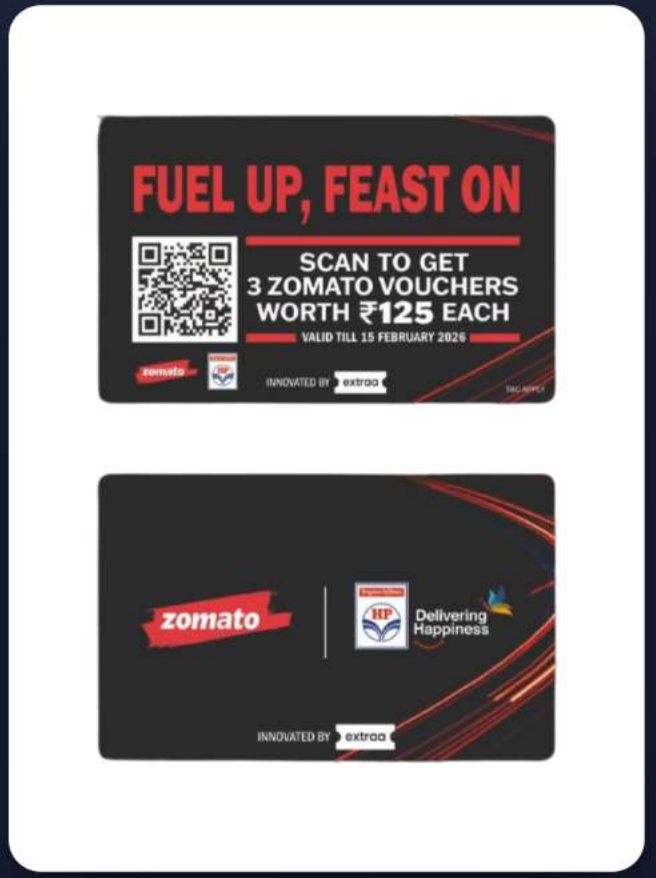


10 — DISCOUNT CARDS

Discount Cards

Smart, Trackable Discount Delivery

1. Deliver exclusive discounts to customers instantly
2. Verify eligibility instantly through NFC technology
3. Track campaign performance and redemption rates
4. Encourage repeat purchases and customer retention
5. Integrate with partner stores and merchant networks
6. Generate insights on customer buying behavior



11 — PREPAID CARDS

Prepaid Cards

Convenient Cashless Spending Solution

1. Store prepaid balances for cashless transactions
2. Enable quick and convenient payments anywhere
3. Reduce cash handling and operational costs
4. Monitor balances and transaction history easily
5. Set spending limits and controls per card
6. Improve customer convenience and transaction speed



12 — CASH BACK CARDS

Cash Back Cards

Automatic Rewards That Keep Customers Coming Back

1. Reward customers with automatic cashback on purchases
2. Encourage higher spending and repeat business
3. Track transactions and cashback earnings in real time
4. Run targeted promotional campaigns
5. Strengthen customer loyalty and engagement
6. Provide spending insights and reward analytics



13 — FLEET CARDS

Fleet Cards

Control & Visibility Across Your Fleet Operations

1. Manage fuel purchases and vehicle-related expenses
2. Identify drivers and assign expenses accurately
3. Monitor vehicle usage and operational costs
4. Set spending limits and purchase restrictions per vehicle
5. Track fleet performance through detailed reports
6. Improve efficiency and cost control across operations





14 — GIFT CARDS

Gift Cards

The Perfect Gifting Tool for Any Occasion

1. Offer a convenient and flexible gifting solution
2. Store preloaded balances for easy redemption
3. Increase brand visibility and customer acquisition
4. Encourage repeat visits and purchases
5. Track balances, usage, and redemption history
6. Drive additional sales and customer engagement



15 — ACCESS CARDS

Access Cards

Intelligent Entry & Facility Security

1. Secure entry and exit management for facilities
2. Restrict access based on user roles and permissions
3. Monitor employee and visitor movement in real time
4. Time-based access scheduling for enhanced security
5. Generate audit logs and compliance reports
6. Reduce unauthorized access risks significantly



OUR WORK

Designed, Printed & Delivered for Real Brands

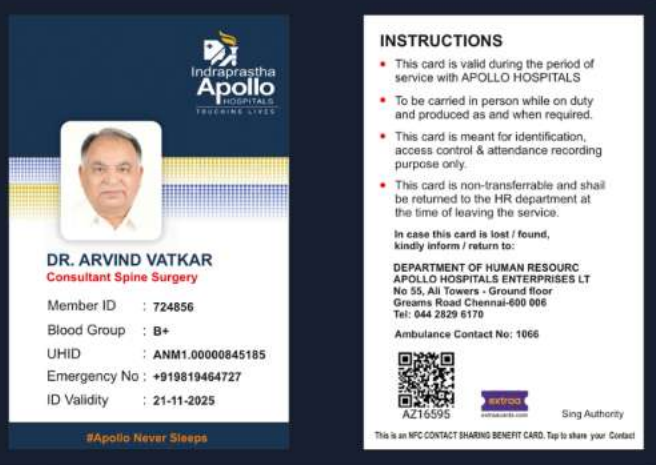
A look at live Extraa card designs and benefits across expos, loyalty, employee, membership and cashless programs.

OUR WORK

Employee ID Cards











Custom designs
available on request

OUR WORK

Open-Ended Expo Cards













OUR WORK

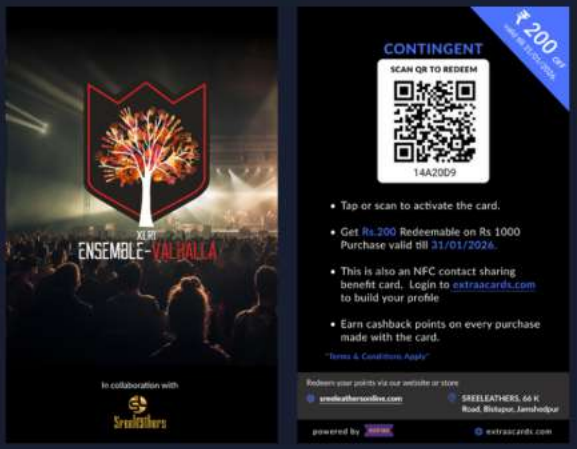
Cashless Cards

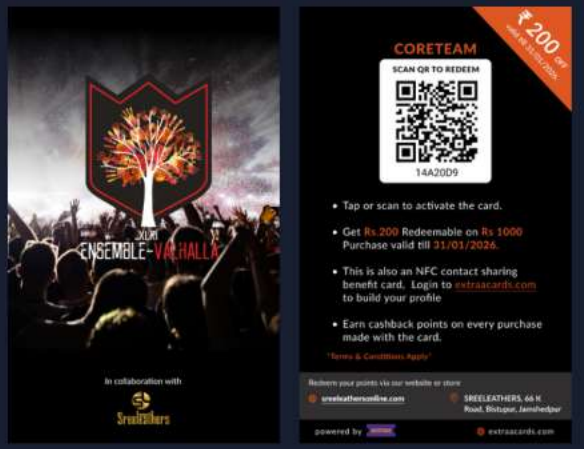












OUR WORK

Membership Cards











Custom designs
available on request

OUR WORK

Loyalty Cards













OUR WORK

Universal Card Designs

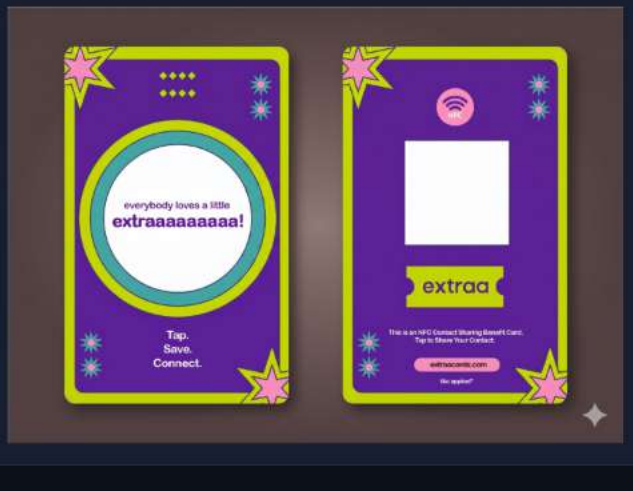












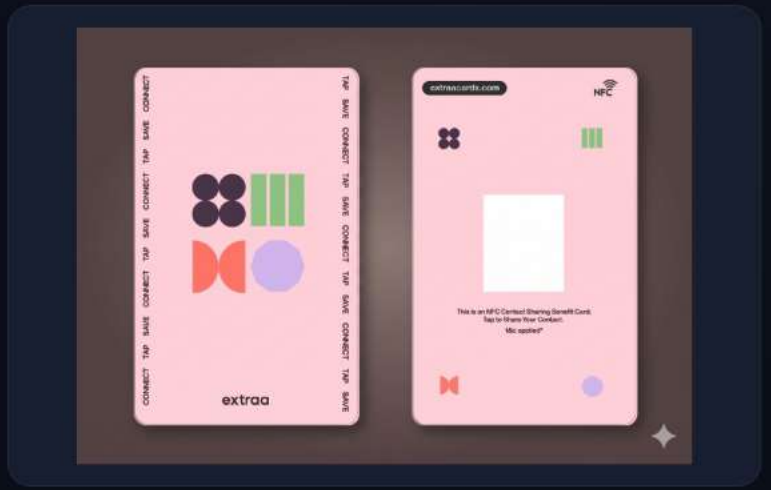
OUR WORK

Universal Card Designs













OUR WORK

Universal Card Designs













REDEEM BENEFITS

From the Best of Brands









OUR CLIENTS

Trusted by Leading Brands



extraa

One Card. Multiple Functions.
Endless Possibilities.

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