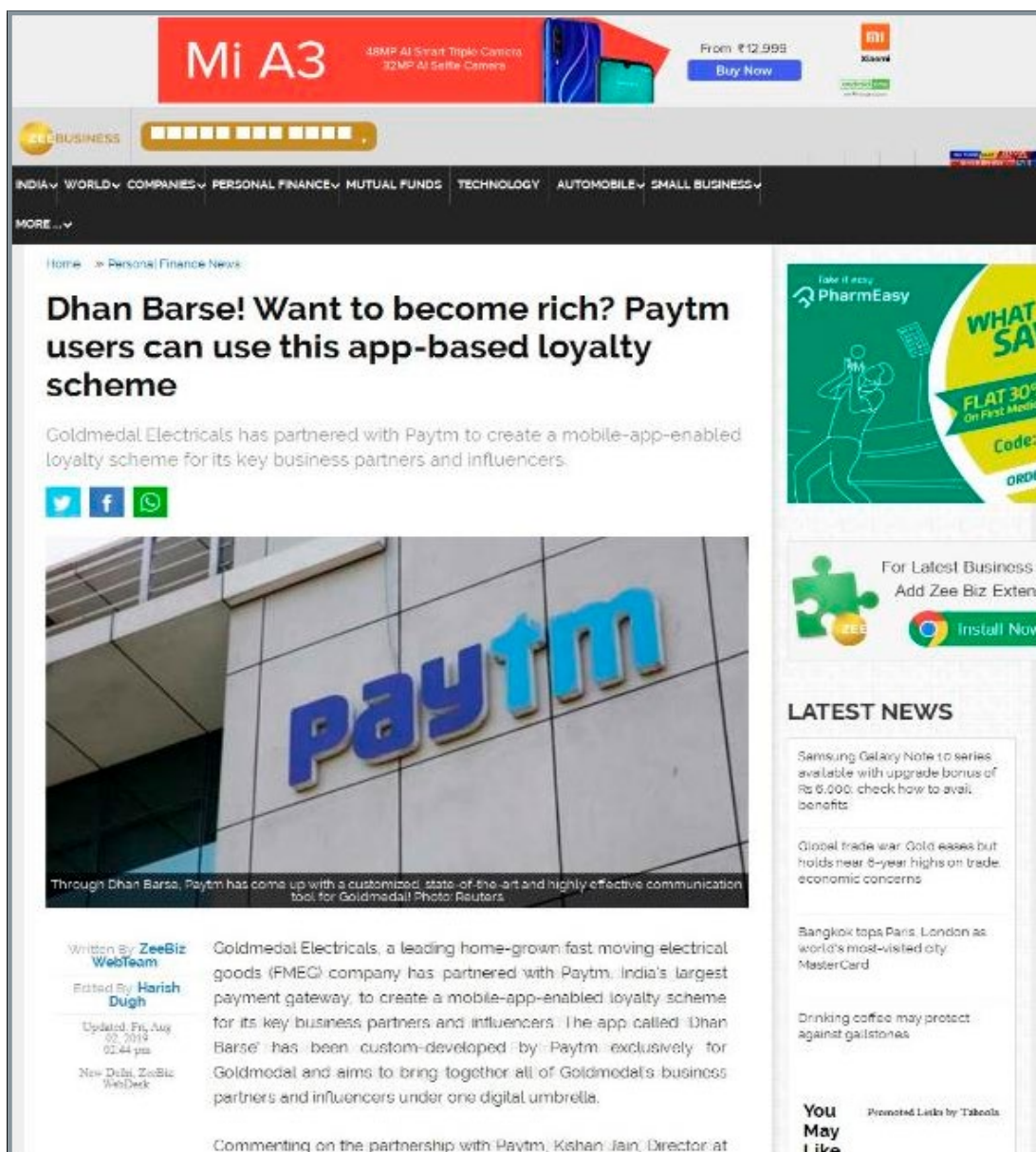


Dhan Barse! Want to become rich? Paytm users can use this app-based loyalty scheme

Coverage: Zee Business

Date : August 02nd,2019

<http://bit.ly/3c1csKT>



The screenshot shows a news article on the Zee Business website. At the top, there is a banner for the Mi A3 smartphone, priced from ₹12,999. Below the banner is the Zee Business logo and a navigation menu with categories like INDIA, WORLD, COMPANIES, PERSONAL FINANCE, MUTUAL FUNDS, TECHNOLOGY, AUTOMOBILE, and SMALL BUSINESS. The article title is "Dhan Barse! Want to become rich? Paytm users can use this app-based loyalty scheme". The sub-headline reads: "Goldmedal Electricals has partnered with Paytm to create a mobile-app-enabled loyalty scheme for its key business partners and influencers." Below the text are social media sharing icons for Twitter, Facebook, and WhatsApp. A large image of the Paytm logo is featured. A caption below the image states: "Through Dhan Barse, Paytm has come up with a customized, state-of-the-art and highly effective communication tool for Goldmedal Photo Reuters." The article text continues: "Goldmedal Electricals, a leading home-grown fast moving electrical goods (FMCG) company has partnered with Paytm, India's largest payment gateway, to create a mobile-app-enabled loyalty scheme for its key business partners and influencers. The app called 'Dhan Barse' has been custom-developed by Paytm exclusively for Goldmedal and aims to bring together all of Goldmedal's business partners and influencers under one digital umbrella." At the bottom, it says "Commenting on the partnership with Paytm, Kishan Jain, Director at". On the right side of the article, there is a PharmEasy advertisement offering a "FLAT 30% On First Medication" with a code. Below that is a Zee Biz Extension advertisement. At the bottom right, there is a "LATEST NEWS" section with three items: "Samsung Galaxy Note 10 series available with upgrade bonus of ₹ 6,000; check how to avail benefits", "Global trade war: Gold eases but holds near 8-year highs on trade, economic concerns", and "Bangkok tops Paris, London as world's most-visited city: MasterCard". There is also a "You May Like" section with a link to "Pronated Links by Taboola".