

A commodity in a bag, and a QR code inside it

How a rice manufacturer used Xoxoday Loyalife to build direct consumer relationships in a commoditized category, with a unique QR inside every pack and a choice of cash, own-brand product or third-party vouchers.

410,000

Verified consumer profiles built from scans

34%

Increase in repeat purchase rate among scanners

3.2x

Scans per participating household per quarter

CAPABILITIES USED



MEMBER MANAGEMENT

QR Inside The Pack

Unique, batch-wise, SKU-linked codes inside every bag, scanned to an OTP-verified microsite registration.



CASHOUTS

Cash, Brand Or Voucher

Instant UPI or bank cashback, closed-loop own-brand product fulfilment, or open-loop gift cards, and the consumer picks.



SECURITY & GOVERNANCE

Geo, Device And IP

Geo, device and IP tracking with duplicate prevention, scan caps and usage controls on every code.



REPORTS & INSIGHTS

Redemption Heatmaps

Region-wise insights, SKU-level participation and redemption heatmaps, with admin overrides in real time.

THE CHALLENGE

Nobody buys rice and expects a relationship

Basmati rice is a commoditized category and FMCG staples purchases are, by default, low-engagement transactions. A household chooses a bag on price and habit, and the manufacturer never learns who they are. There was no direct consumer connect of any kind.

That absence carried a compounding cost. With no verified customer database, there was nothing to build CRM on, no behavioural insight to target with, and no way to differentiate at shelf level beyond packaging and price, which is the one axis where a commodity brand can least afford to compete.

The manufacturer also needed any reward to feel trustworthy to a value-conscious buyer. In a category where the purchase itself is a few hundred rupees, a scheme that promises points with a distant or complicated payoff reads as a gimmick rather than value.

- ✔ **Increase repeat purchases** - with instant rewards
- ✔ **Create a direct consumer connect** - via QR scan onboarding
- ✔ **Build a verified customer database** - for long-term CRM and personalized marketing
- ✔ **Reward consumers with both brand-linked products and third-party vouchers**
- ✔ **Differentiate at shelf level** - with added value beyond price
- ✔ **Create a cash-based reward engine** - for trust and instant gratification

COMPANY PROFILE

INDUSTRY

FMCG: Rice & Staples

PROGRAM

Customer Loyalty

REGION

India

USE CASE

Customer Loyalty

THE SOLUTION

One scan, three ways to be paid

The journey is deliberately short: buy the pack, scan the unique QR inside, land on a white-labelled multilingual microsite, register with mobile and OTP, and earn. Codes are managed batch-wise and SKU-linked, with configurable point allocation, scan caps and usage controls behind them.

Redemption is where the program earns its trust. A consumer can take instant cashback to UPI or bank against a ₹50 minimum, redeem closed-loop for the company's own products with direct fulfilment, or redeem open-loop for digital gift cards. Offering all three is the point: cash answers the value-conscious buyer, own-brand product reinforces the category habit, and vouchers give freedom to everyone else. Campaign bonuses on festivals, birthdays and specific SKUs run on top, with a fraud layer of geo, device and IP tracking underneath.

- ✔ **Scan-based rewards** - buy the pack, scan the unique QR inside, land on the microsite, register and earn
- ✔ **QR-code generator** - unique, batch-wise, SKU-linked codes managed centrally with batch mapping
- ✔ **Member management** - mobile plus OTP registration with profile setup
- ✔ **Rule engine** - configurable point allocation, scan caps, usage control, and campaign bonuses on festivals, birthdays and specific SKUs
- ✔ **Cashouts** - instant cashback via UPI or bank transfer against a ₹50 minimum threshold, with frequency controls
- ✔ **Rewards marketplace** - closed-loop own-brand product with direct order fulfilment, plus open-loop digital gift cards from Amazon, Flipkart, Paytm and Swiggy
- ✔ **Security, fraud and governance** - geo, device and IP tracking, duplicate prevention and alerts
- ✔ **Infrastructure and white-labelling** - a white-labelled multilingual cloud-hosted microsite with QR generation and automated points credit
- ✔ **Real-time analytics dashboard** - region-wise insights, SKU-level participation, redemption heatmaps and real-time dashboards with admin overrides

THE RESULTS

410,000 households the brand can now name

410,000 verified consumer profiles have been built from scans, in a category that previously produced none. The QR sits inside the pack rather than on it, which matters more than it sounds: the code cannot be scanned in the aisle without buying, so every profile is attached to a real purchase.

Repeat purchase among scanners rose 34%, at 3.2 scans per participating household per quarter. Offering three redemption routes from one scan is what kept participation up after the novelty passed. Cash against a ₹50 threshold made the reward legible to a value-conscious buyer, while closed-loop redemption for the company's own rice quietly reinforces the habit the brand actually wants. First-party data now drives targeted campaigns by SKU and region, which moves rice a little further from commodity and closer to a considered choice.

Takeaway: in a commodity category, put the code inside the pack. It cannot be scanned without a purchase, and every scan becomes a customer you can name.

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