

# A leading Fashion & Apparel chain wanted to introduce their customer base to the convenience of EMI payments.

Innoviti's flagship **#KuchBhiOnEMI** promo was the ideal vehicle

## Background

- One of the largest fashion & apparel retail chain in India.
- Over 200+ outlets catering to Fashion, Apparel & Lifestyle categories.

## Key Objectives

- To introduce customers to the convenience of EMIs, which is a common practice in other high-ticket categories like CDIT.
- To drive incremental purchases and increase the average ticket size.

## Action

- Deployed #KuchBhiOnEMI promo module with 3 month & 6 month 'No Cost' EMIs which were available across any category, product or brand for spends above Rs. 3,000 during Q3 2019
- Campaign communicated through ATL & Digital mentions along with strong presence of in-store marketing ads.

### Sample in-store POP



Tent Cards



Danglers

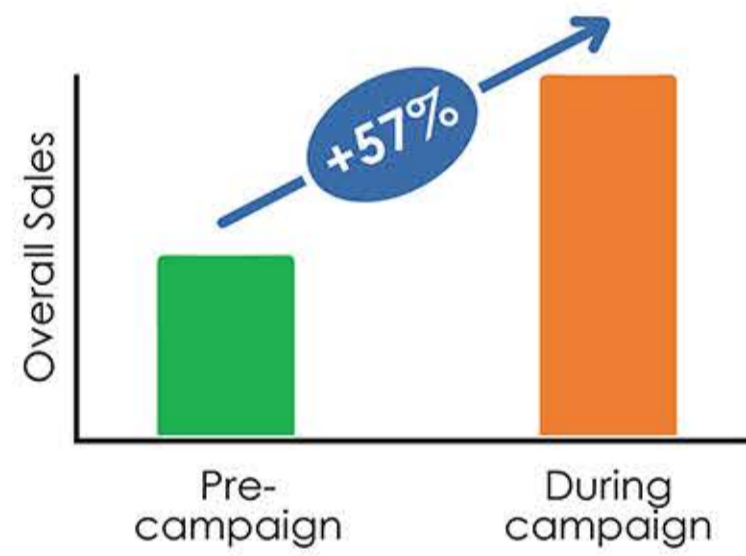


Posters

## Results

1

**+57%** growth in overall sales during the campaign period



2



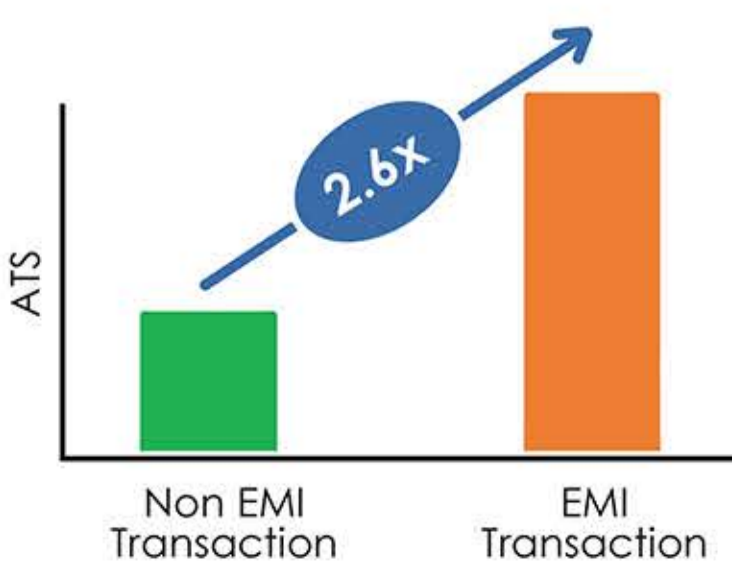
**77%** of EMI users were new transactors during the promo period

3



**51%** of stores doubled their sales during the promo period

4



Average transaction size of EMI transactions was **2.6x** times of normal transactions