



## India logs into Tata's super-app, Tata Neu

***Customers get exclusive access to NeuPass, a powerful yet simplified rewards program that offers unmatched benefits***

**Mumbai, 7th April, 2022:** Tata Digital unveiled its much-anticipated super-app **Tata Neu**, today. The super-app from the group seamlessly blends product commerce, service commerce and financial services into a consumer-first, future-ready, integrated experience.

From fashion to finance, gadgets to groceries, hotels to health, and tech to travel, Tata Neu brings together diverse offerings, combining the power of various consumer brands of the Tata Group to deliver a superior experience. Tata Neu is a one-stop destination for all consumer needs. The super-app also offers a suite of financial offerings including UPI, bill payments, loans and insurance.

Tata Neu creates deep value for consumers with its powerful yet simplified rewards program - **NeuPass**. Members earn 5% **NeuCoins** or more every time they shop, dine, or travel via Tata Neu. **1 NeuCoin equals ₹1**, and consumers enjoy limitless freedom to earn NeuCoins on all categories, and spend these NeuCoins across any category. NeuPass members will enjoy several benefits like free deliveries, exclusive offers, built-in credit line, early access to product launches and brand-specific privileges.

On the Tata Neu launch, **N Chandrasekaran, Chairman, Tata Sons** said, "The Tata Group is focussed on transforming businesses for the digital world, and in the consumer context, bringing them together into a unified platform that offers an omnichannel experience. With Tata Neu, we are focused on making the lives of Indian consumers easier. The power of choice, a seamless experience, and loyalty will be at the centre of Tata Neu, delivering a powerful One Tata experience to Indian consumers."

**Pratik Pal, CEO, Tata Digital** said, "The journey of Tata Neu has begun with a cumulative consumer base of 120 million users, 2,500 offline stores, along with an 80 million app footprint across our digital assets. We have over a dozen category leading consumer brands ranging from electronics, fashion, travel, hospitality, groceries, pharmacy and financial services. We believe that with Tata Neu, we will create a highly differentiated consumer platform."

"The Indian digital ecosystem is poised for massive growth over the next decade, with radically new consumption patterns and behaviour in every category. We will witness unprecedented levels of digital transformation that will be heavily influenced by the customer. We are deeply committed to participate in and shape that transition, by pioneering new business models, and delivering unique solutions to the market", said **Mukesh Bansal, President, Tata Digital**.

The super-app offers one of the most comprehensive selection of products and services in the Indian market. Tata Neu is currently home to several brands including AirAsia India, bigbasket, Croma, IHCL, Qmin, Starbucks, Tata 1mg, Tata CliQ, Tata Play and Westside. The app will continue to grow as more brands and categories get onboarded. The Tata Neu app is available on [Android](#), [iOS](#) platforms and [TataDigital.com](#).



**About Tata Digital:**

Tata Digital is a future-ready company that focuses on creating consumer-centric, high-engagement digital products. By creating a holistic presence across various touchpoints, we aim to be the trusted partner of every consumer, and delight them by powering a rewarding life. The company's debut offering, Tata Neu, is the first super-app from the Tata Group that provides an integrated rewards experience across various consumer categories like groceries, fashion and electronics, travel and hospitality, health and fitness, entertainment, and financial services on a single platform. Founded in August 2019, Tata Digital Private Limited. is a wholly owned subsidiary of Tata Sons Private Limited.

**For more information contact:**

Raghav Jhingran – 8655002232  
[raghav.jhingran@adfactorspr.com](mailto:raghav.jhingran@adfactorspr.com)

Annyesha Bakly – 8861210977  
[annyesha.bakly@adfactorspr.com](mailto:annyesha.bakly@adfactorspr.com)