

Tata Neu: An App for the Modern Indian Consumer

Tata Neu is a comprehensive omnichannel platform developed by Tata Digital, that aims to revolutionize the way consumers interact with brands and services across the Tata Group and beyond. Positioned as a multi-purpose app, it integrates a vast array of offerings from the Tata Group and provides customers a seamless and rewarding experience.

At its core, Tata Neu seeks to be a one-stop shop for consumers' daily needs and aspirations. From essentials like groceries, medicines, bill payments, UPI, gift cards, and financial services including loans, insurance and India's most popular co-branded credit card, to lifestyle-oriented offerings like fashion, consumer electronics, travel and entertainment, the app covers a wide range of consumer needs.

A key feature of Tata Neu that unifies its offerings and creates a compelling value proposition is its loyalty program - NeuPass, which rewards customers with NeuCoins for every transaction. These NeuCoins can be redeemed across various categories within the app, incentivizing continued engagement.

Tata Neu continues to develop as a platform that empowers customers with exclusive experiences and creates value that transcends the confines of mere pricing. With a vast base of loyal customers across the Tata group - the best corporate brand in the country, an omnichannel platform which boasts great products and services, Tata Neu is poised to be India's preferred destination for a vast selection of consumer needs.