



PRESS RELEASE



RewardsPlus HAS BEEN SELECTED FOR ATAL INCUBATION CENTRE AMBEDKAR UNIVERSITY DELHI FOUNDATION, AIC AUDF

For immediate release,
September 19, 2022

RewardsPlus, a retail technology startup that empowers offline stores to sell its products to gen next has been selected for an incubation programme offered by Atal Incubation Center (AIC) at Ambedkar University, New Delhi.

AIC AUDF hosted a virtual pitch day on August 20, 2022, to exhibit startup ideas and products. Our founder, Mr. Avinash Jha, and co-founder, Santosh K Mandal, outlined the vision and goal of RewardsPlus. The products and services that the company offered were shown to the jury members.

This incubation opportunity will offer a much-needed boost to RewardsPlus vision. We at RewardsPlus believe that this collaboration will widen the scope of our work and benefit millions of merchants throughout the country.

About AIC-AUDF

AIC is a flagship initiative of Government of India to promote the culture of innovation and entrepreneurship in India. The AIC supports the incubated startups by providing technical facilities, resource-based support, Mentorships, funding support, partnerships and networking, co-working spaces and lab facilities among others.

About RewardsPlus

Founded in 2020 and promoted by **Appziaa Softlabs Pvt Ltd**, RewardsPlus provides end to end solutions to the retailers. We empower retailers to transform their offline stores to omnichannel stores. Our aim is to bring world class tech solutions to our partners at an affordable price with complete hand holding.

As of today we serve more than 100 customers in seven major Indian cities: Delhi, Noida, Gurugram, Nagpur, Patna, Rewari, and Sonipat, with an annual GMV of ₹5 crores.