

Genesis Luxury Fashion Pvt Ltd in Luxury Goods (India)

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Abstracts

The company, in 2016, decided to start focusing on its loyal consumer base for all its luxury brands in the country. To tap into the opportunity offered by frequent consumers, the company launched a loyalty programme in 2016 under the name, Genesis Luxe Club, claiming it to be India's first luxury loyalty programme. The loyalty card holders are eligible for exclusive offers and other bespoke services for all the luxury brands retailed and distributed by the company. The company plans to build on...

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