

The Factory Outlet launches Kids Club Card

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(L-R): Rinaz Rafaideen, Head of Marketing, Muneer Rafik, Chief Operations Officer, Nauseer Ahamed, Chief Finance Officer and the kids who attended the event

With the introduction of its TFO Club Loyalty Program with lifetime validity, TFO found a novel way to not only promote their products but to also reward their customers with discounts and seasonal promotions. TFO now present a TFO Kids Club Card Loyalty Program for children up to the age of 16.

The TFO Kids Club Card Loyalty Program was launched to coincide with Children's Day. The event was graced by chief guest, Muneer Rafik, Chief Operating Officer, The Factory Outlet. Javid Iqbal, Director and Nauseer Ahamed, Chief Finance Officer were also present at the event.

The cards have lifetime validity and are available in Red and Yellow. Kids Club Card members gather two points for every 100 rupees spent at TFO outlets. Kids can then make further purchases at any showroom using the accumulated points.

In addition, Kids Club Card members will also benefit from offers and discounts throughout the year including from other TFO partner merchants. Kids will also receive special benefits on their birthdays. When the member reaches the age of 16, the Kids Club Card will be upgraded to the TFO Club Card.

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