

Licious launches Licious Infiniti rewards-based program for consumers

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Licious announced the launch of Licious Infiniti – an exclusive rewards-based program for Licious consumers. As the name suggests, the program offers infinite benefits to users, with absolutely no terms & conditions attached! Subscribers to the program can now enjoy an assured 10 per cent cashback on all orders, irrespective of order value. Making the deal – meatier – is free delivery on all orders, along with a money-back guarantee.

Vivek Gupta, Co-founder, Licious said, “The Infiniti program is specifically designed to add a zing of meaty delights to these special moments, not just for our existing consumers but also for those keen on experiencing Licious.”

Vakul Agarwal, Vice President, Growth at Licious, tells us more about the Infiniti program, “The Licious App has always been the exclusive meat store offering an extensive range of meat & seafood products. And now with Licious Infiniti, our aim is to offer exclusive benefits every time you order from the App. The program is rewarding in more ways than one, with unlimited benefits & without any hidden terms & conditions. The simple subscription-based model places the power in the hands of our consumers, enabling them to earn rewards with every order; now they can enjoy juicy delicious Licious products with even juicier benefits.”

Licious Infiniti is available exclusively on the Licious App, with options of a 3, 6 or 12-month subscription, enabling consumers to make an informed choice that suits their requirements. Setting the program apart from other membership-based programs is the aspect of unlimited benefits without any terms and conditions attached. There is no minimum order value required to avail of the free delivery or cashback. The assured 10 per cent cashback gets credited to your Licious wallet upon successful order completion.