extraa events

Your event technology partner.

We run ticketing, gate entry, cashless payments, passes and badges for your event, all on one smart card, with our team on site.

Concerts | Conferences | Expos | Carnivals | Clubs | Community



Elevate experiences, simplify operations.

• WHAT WE DO

Eight tools. One smart card.



Ticketing

Tiered tickets, payments built in.



Entry management

QR or tap at every gate.



Pass system

Every tier and zone on one card.



Cashless

Load once, tap to pay anywhere.



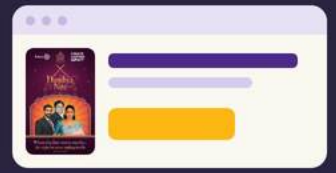
Sponsorship & rewards

Reward partners ready to sponsor.



Volunteer badges

Photo IDs printed on the spot.



Dedicated website

Your event's own site and checkout.



Apps

Box office, scanner, dashboards.

• BY THE NUMBERS

What we have run so far.

120+
Events powered

1.5 Lakh+
Guests through our gates

75,000+
Smart cards and bands issued

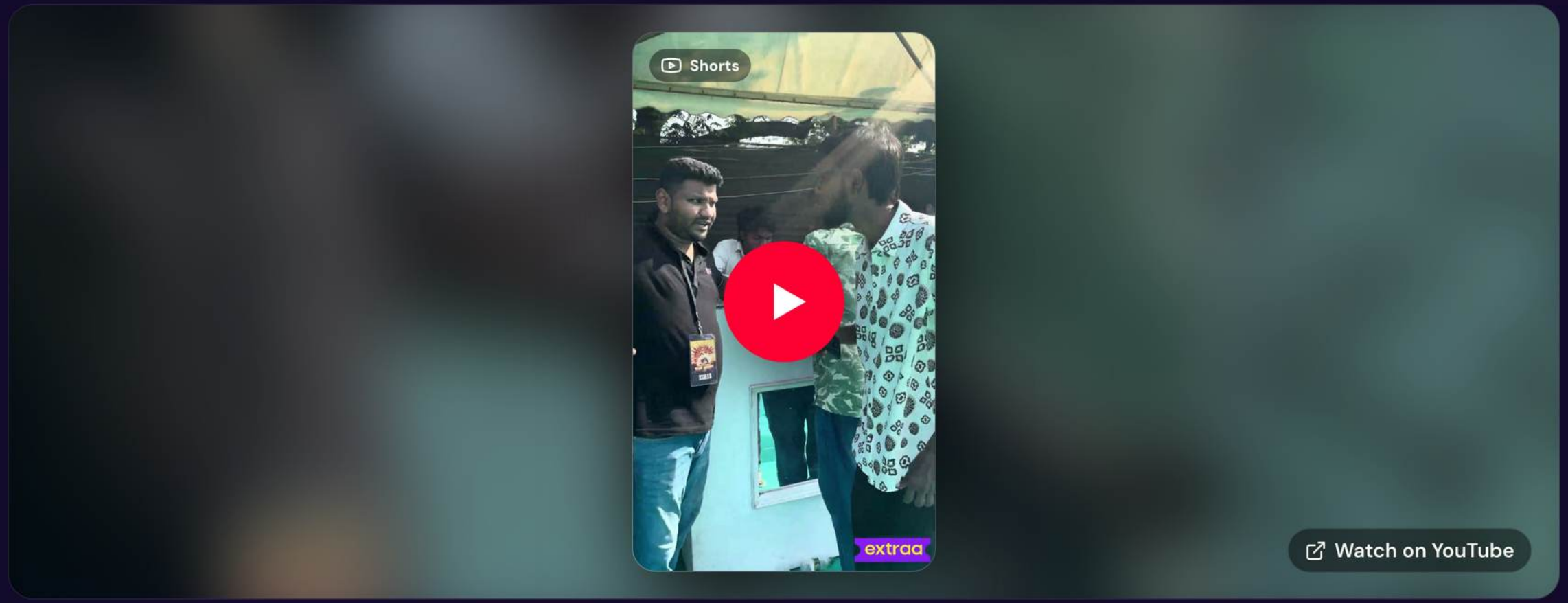
1 Lakh+
Cashless taps at counters

4 offers
Partner coupons on each expo visitor card. Partner T&Cs apply.

3 sec
Average entry time per guest

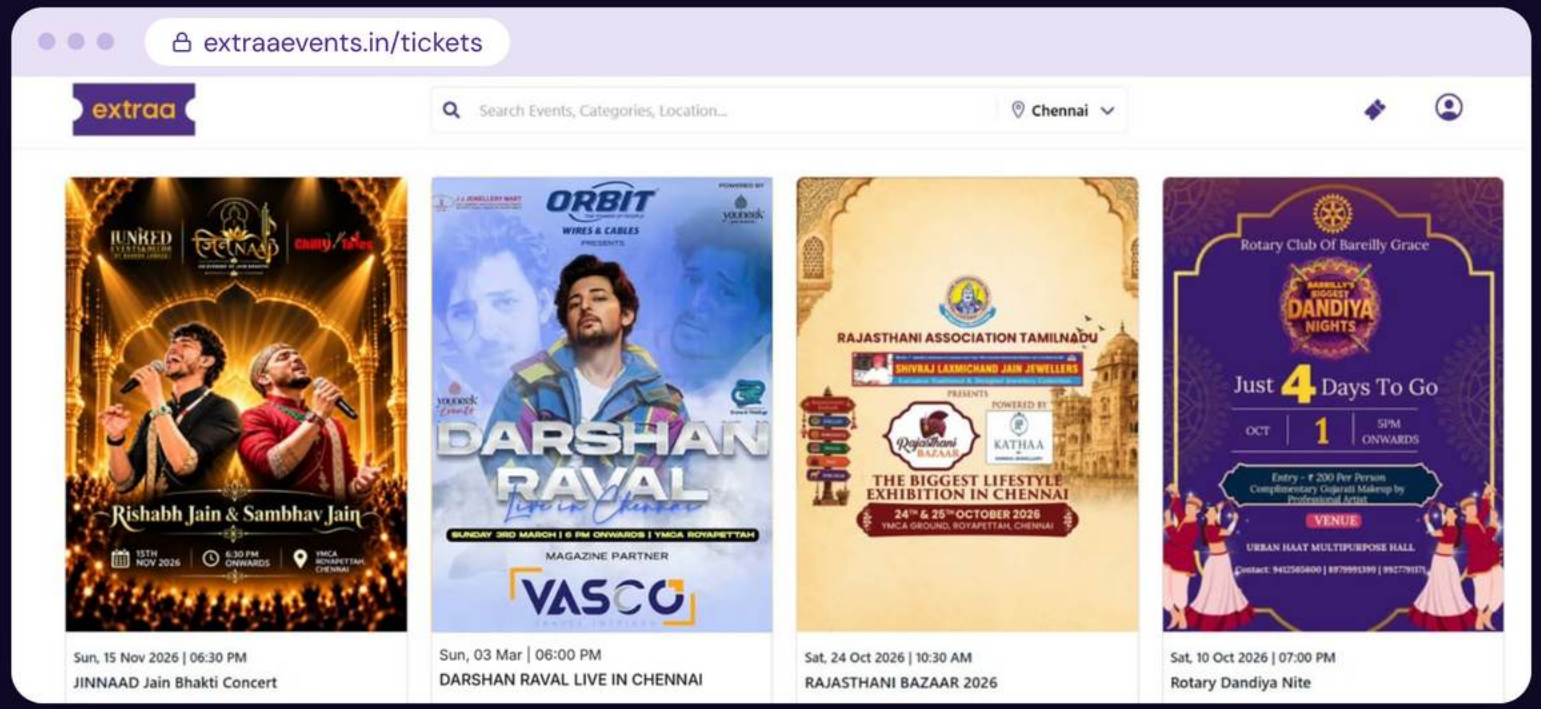
SEE IT LIVE

Vijay Antony live. Run on Extraa.



• 01 · TICKETING

Ticketing you control. Your event, your data.



Organiser events on extraaevents.in: JINNAAD · Darshan Raval Live · Rajasthani Bazaar · Rotary Dandiya Nite

Ticketing for organisers

Your own event page
On extraaevents.in, under your brand.

Any ticket tiers
Silver, Gold, Platinum or yours.

Live sales dashboard
Every ticket, payout and check-in.

Secure checkout
Payment gateway built in.

• 01 · TICKET JOURNEY

From first click to the gate.

01 Discover
Find it on extraaevents.in or a shared link.

02 Choose
Silver, Gold, Platinum or your tiers.

03 Pay
Quick, secure payment gateway.

04 Receive
Ticket on SMS, WhatsApp and email.

05 Scan in
A unique QR, checked by our app.

06 Enjoy
Coupons and goodies with the ticket.



Delivered instantly

WhatsApp
Your Gold ticket is here

SMS
Show the QR at Gate 2

Email
Your e-ticket and invoice

Every ticket earns rewards



02 · ENTRY MANAGEMENT

Gates that open only for a valid pass.

Card, band or QR

Reads the event card, wristband or ticket.

Every gate counted

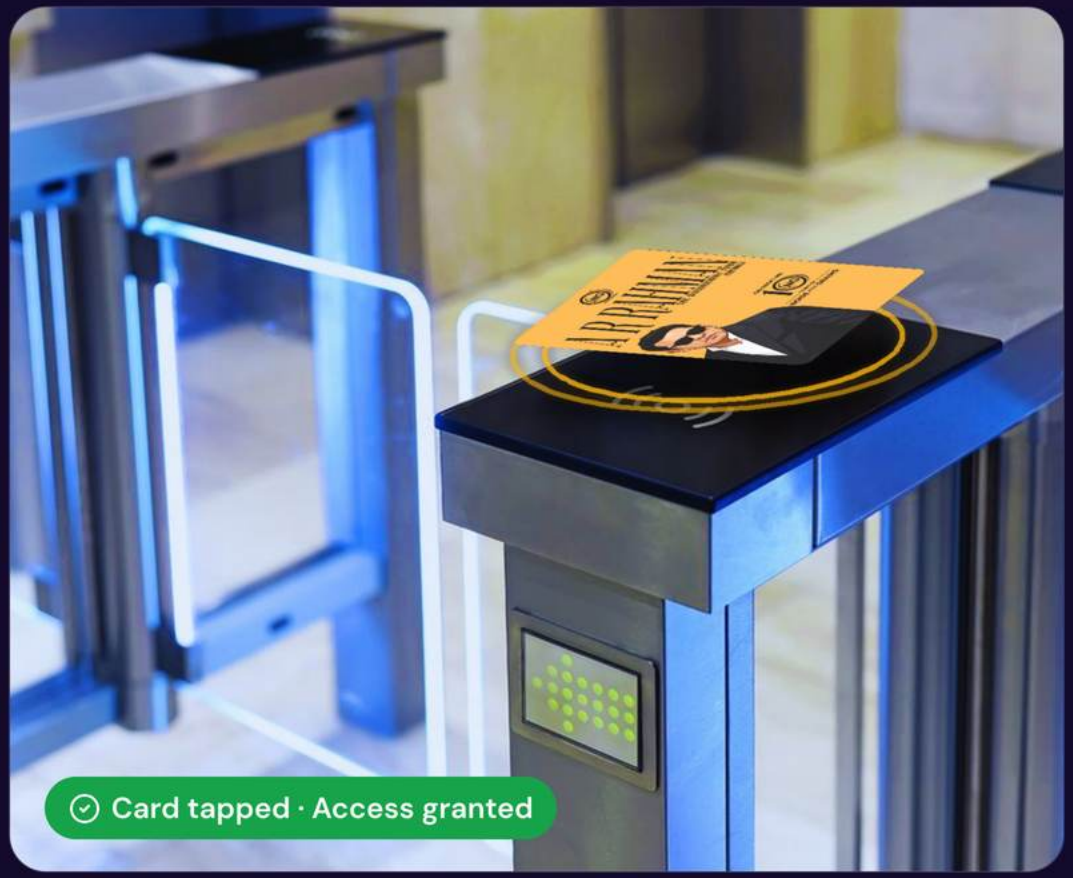
Entries and exits, gate by gate.

Zones

Separate gates for VIP, crew and paid areas.

Set up for you

Readers mapped to your cards by our team.

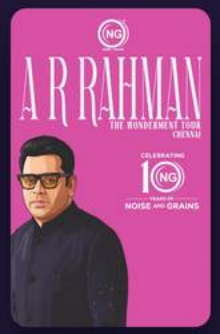


Every tier, every zone. One pass.

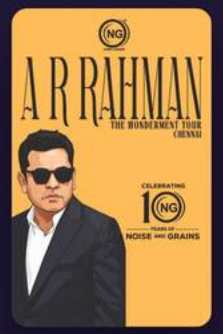


Tier on the back. Entries on the chip.

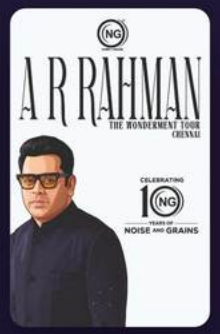
Every tap uses one entry until the pass is used up.



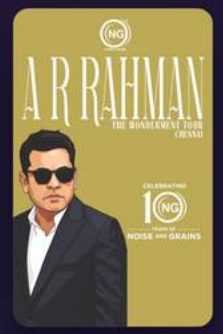
• ARR Fanpit



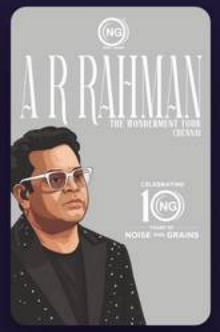
• VIP Fanpit



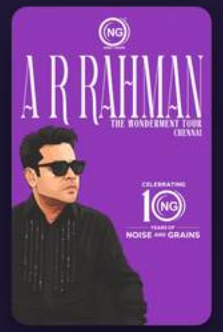
• VIP Lounge



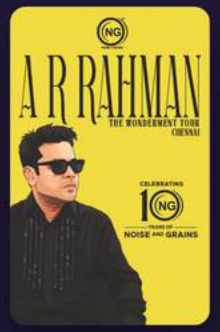
• VIP Family Lounge



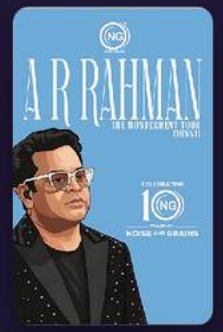
• Platinum



• G Square VIP Deck



• Yellow A Left



• Blue A Left

• 03 · ENTRY BANDS

Wristbands, colour-coded by zone.



A. R. Rahman · The Wonderment Tour, Chennai · one band colour per zone

Colour per zone · # Serial-numbered · Tamper-evident · NFC and RFID too



Band designs for District · 8 colours

• ON SITE

Everything we bring to the venue.



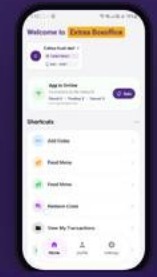
Smart NFC cards
Branded, with tap and QR



Badges
Printed live at the venue



Lanyards
38 in × 19 mm, custom print



In-house app
For organisers and exhibitors



Wired reader
Extraa tapper, in your colours



Wireless reader
Handheld NFC terminals



ID card printer
On-site card printing

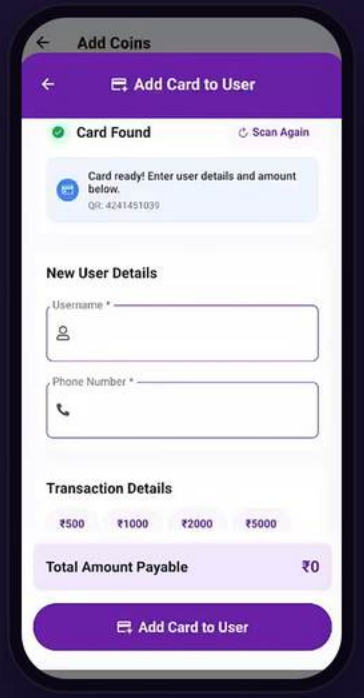


NFC brochures
Tap to open the catalogue

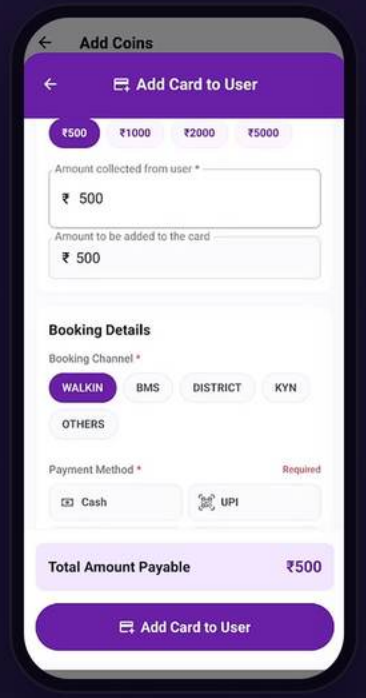
• 04 · CASHLESS · CREDIT

Box office, credit. Load a card in seconds.

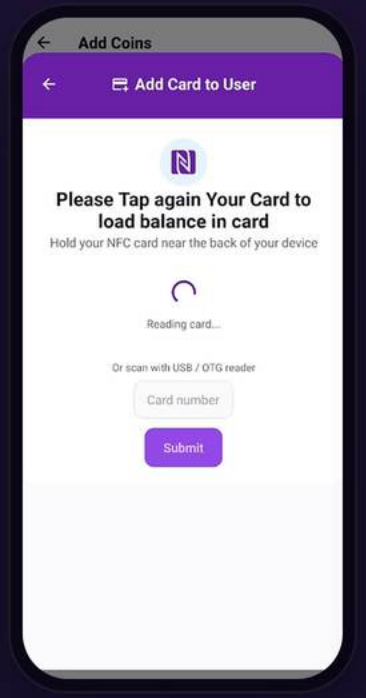
1 Guest details



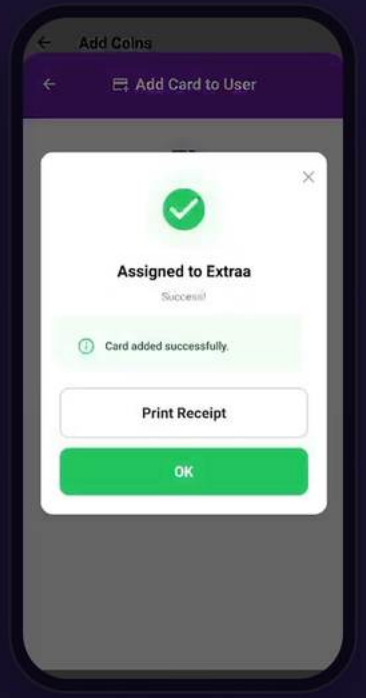
2 Top-up amount



3 Tap to load



4 Loaded



Cash, UPI or card
Collect any way, load to the card.

Any channel
Walk-in, BookMyShow, District, KYN.

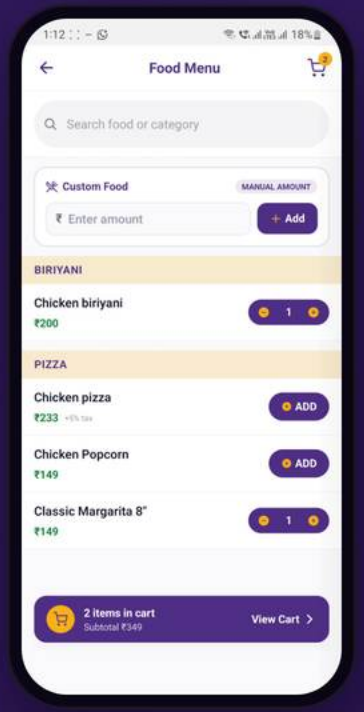
Any amount
₹500 to ₹5,000 in one tap.

Refund at exit
Optional, only if the guest wants it.

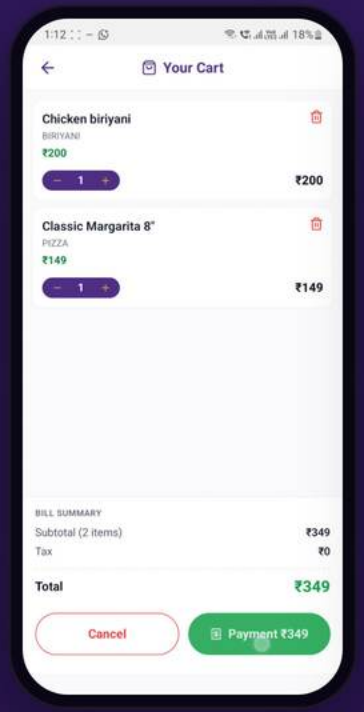
• 04 · CASHLESS · DEBIT

Box office, debit. Tap, pay, done.

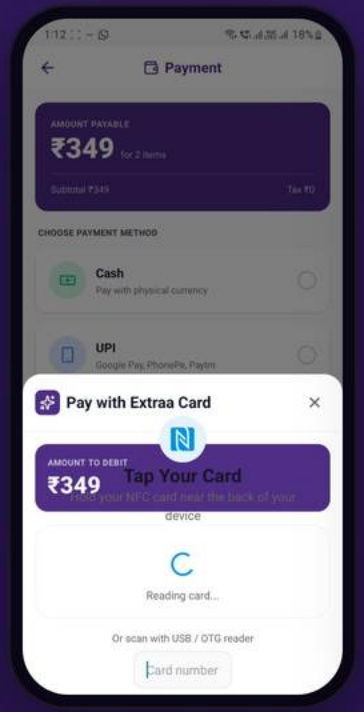
1 Pick items



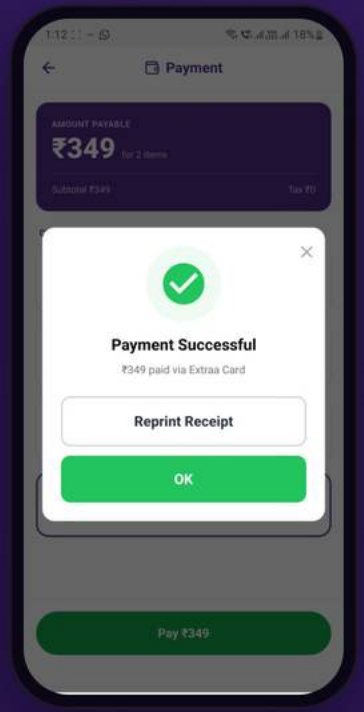
2 Review cart



3 Tap the card



4 Paid



1 A machine at every stall
Each counter gets its own Extraa terminal.

2 Stalls run their menu
Change items, prices and quantity anytime.

3 Extraa cards only
The card is the currency. Tap to redeem.

4 Live settlement report
On the spot, whenever the stall needs it.

Reward partners, ready to back your event.



Partners on board

Barbeque Nation, Apollo, Nykaa, Lifestyle.

Offers on every card

Guests unlock coupons with one tap.

Logos everywhere

Cards, lanyards, badges and site.

Proof for sponsors

Taps and redemptions tracked.

• 06 · ON-SPOT BADGES

Volunteer badges, printed at the venue.

01
Register
Details and photo at the desk.

02
Print
Photo ID or badge, on site.

03
Assign
Role and zones on the card.

04
Tap in
Marks attendance, opens zones.



ID card printer



Badges from your design

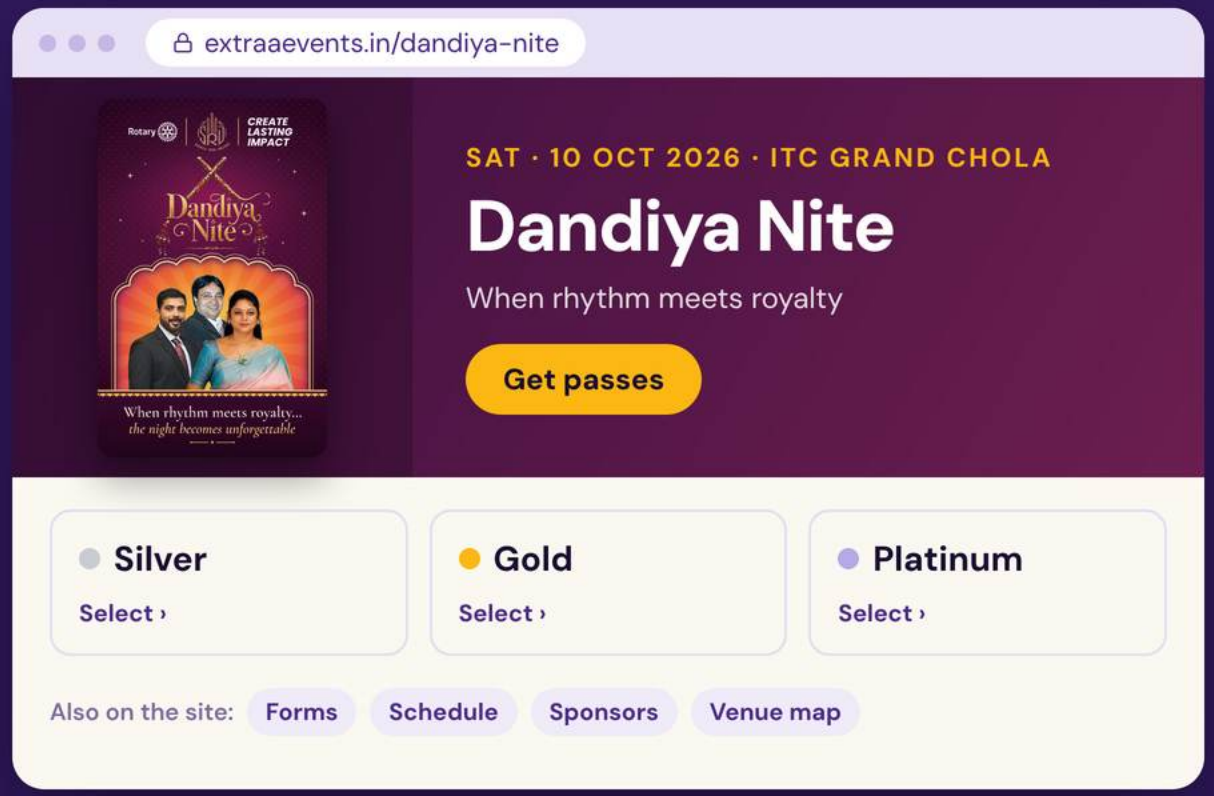


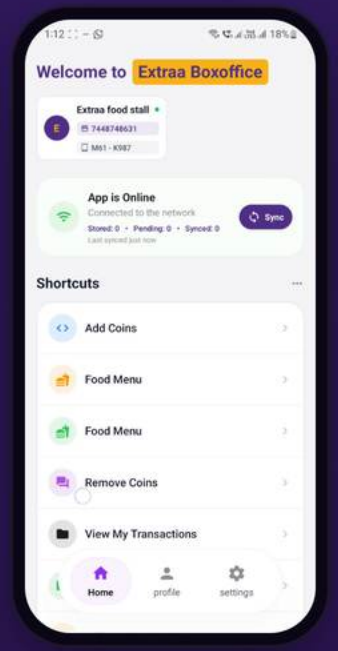
NFC cards



Custom lanyards

Your own site. An app for every role.





Box office
Sales, top-ups and receipts.

Scanner
Tickets checked at the gate.

Tapper
Stalls capture leads on tap.

Dashboards
Live numbers for organisers.

• BUILT FOR

Clubs and nightlife.



The Vibe · Secret Story · IYKYK · Mannat

Cover at the door

Guests pay the cover; it loads on their card.

Tap at the bar

Drinks and food redeemed in one tap.

VIP and members

Tiers, tables and guest lists on one card.

Closes with the bar

Balances settle the same night.

• BUILT FOR

Expos and conferences.



Exhibitions and trade shows

- Visitors tap to share their profile
- Exhibitor leads in Excel
- Visitor-to-stall analytics
- Colour-coded passes



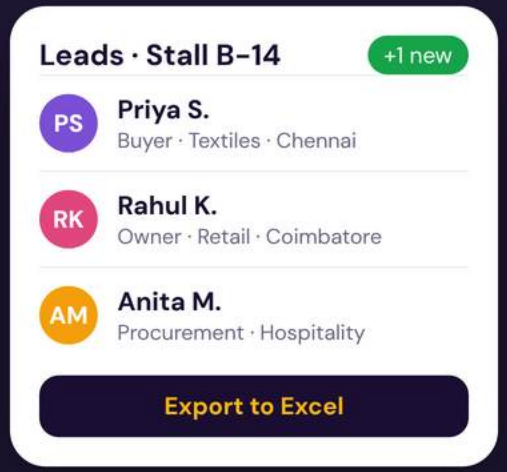
Conferences

- One-tap delegate check-in
- Session access for paid talks

• BUILT FOR EXPOS

Expo lead capture. One tap, three wins.







1 Visitor taps

A tap at the stall shares name, company and phone. No forms, no business cards.

2 Exhibitor gets the lead

The lead lands in the exhibitor app, ready to call or export.

3 Organiser sees footfall

Live visitors by hall, stall and hour. Proof for next year's sponsors.

• BUILT FOR

Community nights and fairs.



Community nights

- Guest contact cards
- Sponsors on the card
- Entry by tap or QR
- Clubs and associations



Brand coupons as prizes and rewards

Carnivals and fairs

- Ride and game passes
- Cashless stalls and food
- Spin and win from a QR
- Lucky draws and coupons

• EVENT FLOW

Before, during and after.

01

Before

Pre-event

- Event site and dashboard go live
- Tickets on sale, QR sent out
- Cards, passes and badges printed
- Reminders on WhatsApp and SMS

02

During

On the day

- Entry by QR, tap or turnstile
- Walk-ins mapped by OTP or QR
- Top-ups and tap payments
- Volunteers badged, on shift

03

After

Post-event

- Feedback links and coupons sent
- Refunds and returnable cards
- Reports for every side
- Data export and debrief

COMMERCIALS

How it works commercially.

Custom quote per event

Your quote is based on

- Guest count
- Gates and counters
- Card, band or badge type
- Services you pick

Included in every quote

- Setup and card mapping
- Readers and gates on rent
- On-site crew
- Dashboards and reports

One price agreed upfront. No surprises on the day.

Cashless: settlement and refunds

1. **Load**
   Guests top up at counters by cash, UPI or card. An activation charge may apply on first load.
2. **Spend**
   Every tap is logged by counter and vendor, live on the dashboard.
3. **Refund**
   Optional: unused balance refunded at the exit counter, only if the guest wants it.
4. **Settle**
   A vendor-wise report at close; payouts reconciled with the organiser.

• CASE STUDIES

Events we have run, and what happened.



A.R. Rahman · The Wonderment Tour

Passes · Wristbands · Cashless

45,000+

guests gated in one night



Vijay Antony Live

Box office · Cashless

20,500+

cashless orders at food counters



WE1 Carnival

Cashless cards · Ran two months

8,000+

cards loaded over a two-month run



CA Expo · 31st Garment Fair

Badges · Cards · Lead capture

12,000+

stall taps captured as leads



Darshan Raval Live

Tickets · Entry

3 sec

average entry per guest



Rotary Dandiya Nite

Guest cards · Sponsors

1,200

guests checked in on the night

Also: Media Expo · GJIIF · Light+LED Expo · Red Carpet · Secret Story · Holi · Toka Boka · Bake Sale · VGP · Noise and Grains website · Collective Culture

• OUR CLIENTS

Events and organisers we have worked with.



A.R. Rahman
The Wonderment Tour

LIVE IN CONCERT
VIJAY ANTONY

Vijay Antony
Live concert · Box office

SECRET STORY
BAR & KITCHEN

Secret Story
Bar & Kitchen, Chennai

THE VIBE
CHENNAI

The Vibe
Club, Chennai

NG
NOISE AND GRAINS

wei

CA
CHENNAI APPARELS ASSOCIATION

at the table.

Rajasthani BAZAAR

Mannat

MINDMINE SUMMIT 2022

Dandiya Nite

IYKYK

Darshan Raval
CONCERT

Red Carpet
GUEST PASSES

Holi
FESTIVAL

Toka Boka
CARNIVAL

Bake Sale
CHARITY FAIR

VGP
ENTRY · CARDS

Collective Culture
CASHLESS

extraa events

Let's run your next event.

Tickets live on **extraaevents.in**



Book a demo
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Email
sales@extraa.in

Website
extraacards.com

#onecardmultiplebenefits