

super.money's No-Drama Cashback Campaign Delivers Again: "Hero Badal Gaya, Message Same Hai" with Arbaaz Khan

super.money's latest film reinforces a simple truth - no matter who is on screen, the promise remains unchanged: no drama, just cashback

Bengaluru, 22nd April, 2026: super.money is back with the fifth film in its ongoing campaign, and this time, it flips the script in the most effortless way. When things don't go as planned on set and the "hero" Salman Khan isn't available, the crew is forced to improvise - bringing in Bhai ka Bhai, Arbaaz Khan, to step in. What follows is a refreshingly simple, almost tongue-in-cheek moment that mirrors real-life jugaad, while keeping the spotlight firmly on the product.

Set against a realistic production backdrop, the film leans into relatability and spontaneity. There's no overthinking, no build-up - just a straightforward message delivered with ease: pay with super.money UPI and get up to 5% guaranteed cashback. By swapping the "hero" while keeping the message intact, the brand cleverly reinforces its core idea: no matter the situation, the outcome remains the same - consistent, real cashback.



Watch the film here: [Bhai ka Bhai | super.money UPI | No Drama. Just Cashback. - YouTube](#)

Campaign Credits:

Agency: Tilt Brand Solutions

Production House: Early Man Film

Director: Ayappa KM

Producer: Anand Menon

DOP : Sachit Paulose

Production Designer : Nimish Kotwal

Editor : Dipika Kalra

About super.money

super.money, backed by the Flipkart Group, is a youth-focused UPI and credit-led fintech platform that is changing the way Indians manage their payments and financial needs. The app blends smooth and secure UPI payments with real cashback on every transaction and easy access to credit, including secured RuPay cards, credit at checkout and personal loans. super.money's focus is on delivering recurring value to users instead of one-time rewards. Built with a strong compliance culture, super.money aims to become India's preferred financial platform that brings together UPI, credit and everyday commerce. super.money is ISO 27001 and PCI DSS certified.