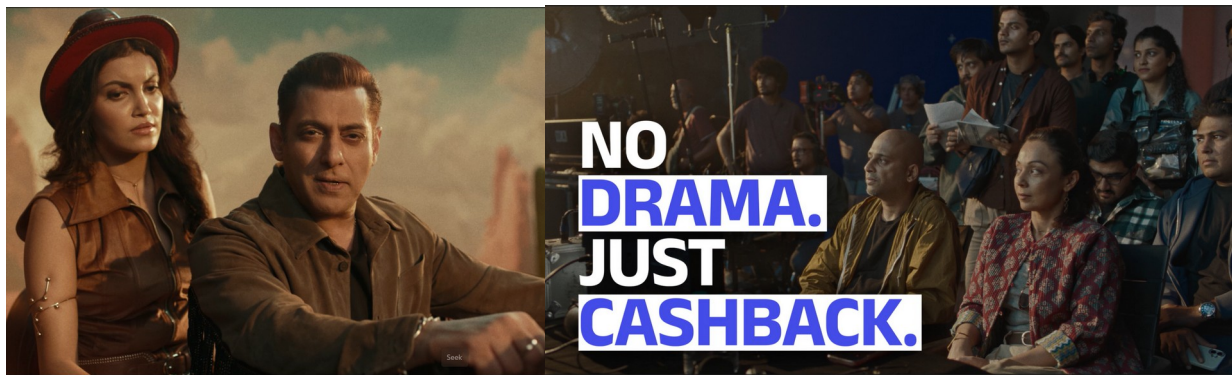


No script, no drama, no problem: super.money and Salman Khan prove that less is more this cricket season

The latest film which is the second in super.money's ad campaign series takes the laughs up a notch and it's the crew behind the camera that makes it REAL

Bengaluru, 1st April, 2026: super.money is back with the latest film in its new campaign and if the first one was about saying just enough, this one is about what happens when Bhai takes a creative detour - and absolutely owns it. The humour comes from a very Salman-like moment, where even making a mistake feels like a flex, while the brand message still comes through clearly. This balance of ease and clarity reflects both Salman's persona and super.money's proposition - when the product is strong, you can afford to have a little fun with how you present it.

Picture this: Salman Khan on an ATV, delivers his line to camera with a slight hiccup and the girl behind him plays her part perfectly: "Itna amazing offer?" The director calls cut and gently points out that he said Superman, not super.money. Salman's response is a classic shrug: "Wo bhi acha hai!" - before he drives off like it never happened. It's unscripted, unpretentious, and completely on-brand for a campaign that's made an art form out of keeping it real. What gives the film an extra edge is a detail that's easy to miss: the audience watching it all unfold on set isn't hired talent - it's the actual director, producer, and client. Real people, real reactions, and a film that pulls you straight into the making of the ad.



Watch the film here: XXX

Commenting on the campaign, **Prakash Sikaria, Founder & CEO, super.money**, said, "IPL is one of the most competitive advertising environments in the country, and brands often respond by going bigger and louder. We wanted to take a different route. 'No Drama, Only Cashback' is rooted in the belief that if you're delivering real value, you don't need to overcomplicate the story. The campaign reflects how our users engage with money today — quickly, simply, and with an expectation of real returns."

Speaking about his latest brand association, actor **Salman Khan** said, "I'm very selective about the brands I associate with and this one genuinely stood out. I met the super.money team who have built one of the best UPI apps. Aaj ki young generation wants things simple and useful and here, along with a great UPI

experience, cashback comes straight to your bank account. Seedha hai... simple hai. The choice is a no-brainer."

Adding to this, **Adarsh Atal, Chief Creative Officer, Quotient Ventures**, said, *"super.money gives everyone cashback, on merchant transactions. No scratch cards and random offers. If they have removed the frills and drama from payment related rewards, we thought, 'why not do that from the ads also?'. And Salman Khan felt like a great choice because he is as no-nonsense and the brand is. We had an absolute blast making this with Ayappa"*.

With a mix of humour, authenticity and Salman Khan's unmistakable presence, the second film cements what this campaign is really about - stripping away the noise and letting the product speak. Whether he calls it Superman or super.money, the cashback hits your account either way. In a season defined by spectacle, super.money keeps it simple: no drama, just cashback.

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.