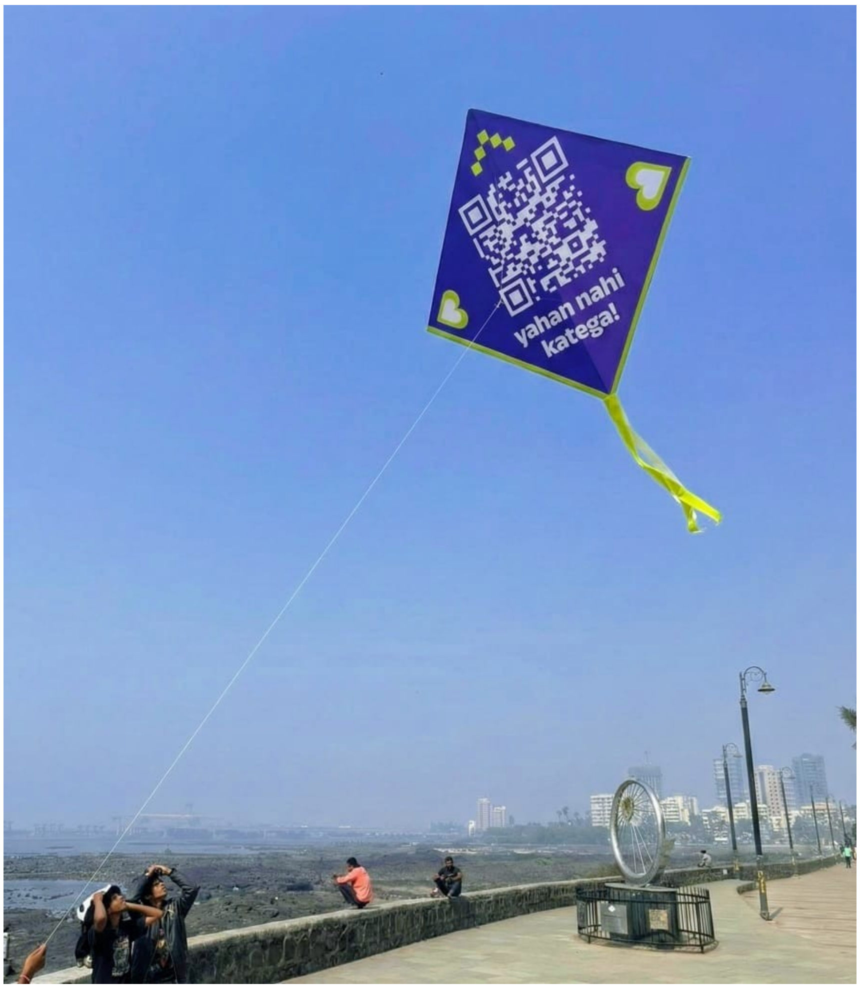
From *katna* to cashback: How super.money turned Sankranti into a UPI discovery hack

Mumbai, 14 January 2026: Early morning walkers at Carter Road, Mumbai, were greeted by an unusual sight this Makar Sankranti - a giant kite floating above the promenade, quietly commanding attention. Joggers slowed their pace, families paused mid-walk, college students pointed skyward, and commuters stopped to take it in. Within minutes, small crowds had gathered, phones were out, and the buzz of curiosity spread along the stretch.



The larger-than-life kite carried just two things: a large QR code and a simple line -*"Yahan nahi katega…"* - a playful nod to the festive tradition of kite strings being cut during Sankranti. The message, hanging high above the sea, invited people to look up, smile, and wonder.

Those who scanned the QR code found a light-hearted digital surprise - a festive activation by super.money that played on the idea that while kites may fall, rewards from super.money don't. The QR code led people to a cashback on their first UPI transaction, turning a moment of curiosity into an easy, intuitive digital interaction.

Rooted in a familiar festive symbol, super.money smartly blended tradition with technology, making digital payments feel less like a transaction and more like a discovery. To carry the experience beyond the sky, kites were also shared with people nearby, encouraging participation across age groups and adding to the festive atmosphere along the promenade.

As the morning went on, Carter Road became a canvas of small moments - people scanning the code, flying kites, clicking pictures, and sharing the unexpected sight across social platforms.

"Makar Sankranti is about new beginnings, small moments of joy and things taking flight," said **Prakash Sikaria, Founder and CEO of super.money.** *"We wanted to recreate that feeling in a way that felt familiar and playful, where people could pause, look up, and live an experience that felt intuitive and rewarding. If payments are a part of daily life, the experiences should feel just as simple and joyful".*

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.