

Spend Freely, Pay Smartly: super.money Continues Its No-Drama Cashback Campaign

The fourth film in the campaign series doubles down on a no-nonsense message - shop what you want, just pay smarter

Bengaluru, 13th April, 2026: super.money returns with the fourth film in its ongoing campaign featuring Salman Khan and this time, it strips things down to the bare minimum. No gyaan, no overthinking - just a sharp, culturally rooted truth: people will buy what they want. The only moment that really matters? The payment.

Built on this insight, the film flips the traditional persuasion playbook. Whether it's a belt, a watch, or sunglasses, all purchase decisions aren't necessarily rational. What matters is turning every transaction into a value moment with up to 5% real cashback. super.money wants to make every purchase feel smarter.

Salman Khan brings his signature effortless charm to the narrative, delivering the message with his trademark ease. This delivery mirrors the brand itself - confident, uncluttered, and refreshingly honest in a category often crowded with noise.

Continuing the campaign's core philosophy of "no drama, just cashback," super.money reinforces its positioning as a dependable, no-frills UPI app that delivers consistent, tangible value every single time you pay.



Watch the film here: [Jo Khareedna Hai Khareedo | super.money UPI - 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.