Magicpin Invests 100 Crore in World Cup Promotions Now

Hyperlocal e-commerce firm Magicpin said it will invest upto Rs. 100 crore in various promotional offers, including discounts on food orders, for customers on the ONDC platform during the ongoing World Cup (WC) cricket tournament. The company will start its campaign ‘Super Saver Match Days’ from October 8 with the India verses Australia Word Cup match on the government-backed Open Network for Digital Commerce (ONDC).

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