

# India's Leading B2B Loyalty Program Company - Loyltworks

Driving customer, channel, and influencer engagement with innovative, data-driven loyalty solutions that deliver measurable business growth.



**Bengaluru, Karnataka Jan 3, 2026 ([IssueWire.com](https://www.issuewire.com))** - Loyltworks, India's fast-rising innovator in loyalty technology, is transforming how brands engage customers, channel partners, and influencers. Founded in 2020, Loyltworks delivers smart, scalable, fully customisable loyalty solutions via its cloud-based platform, helping businesses of all sizes design, launch, and optimize loyalty programs that drive measurable growth.

## Key Highlights

- **Customisable Cloud Platform**

Loyltworks offers a flexible, cloud-native loyalty platform that lets brands tailor every aspect of their loyalty program. From rewards sourcing and fulfilment to campaign and engagement management, the stack is built to adapt.

- **Data-Driven Insights & Analytics**

With integrated analytics, Loyltworks helps brands not just reward behaviour but understand it. Real-time dashboards and performance tracking allow optimisation of incentive programs to improve ROI.

- **Targeted for Diverse Use Cases**

Whether it's customer loyalty, channel partner engagement, trade influencer programs, or sales promoter incentive schemes, Loyltworks builds programs suited to specific business goals.

- **End-to-End Services**

The company supports full program lifecycle: design, development, rewards catalog, fulfillment, mobile apps/microsites, campaign execution, and ongoing support.

- **Growing Global Footprint & Trusted by Brands**

Loyltworks has steadily built credibility, delivering projects for corporations and enterprises seeking robust loyalty infrastructures. Headquarters in Bengaluru, with clients in multiple regions.

- **Custom & White-Labelled Platform**

Loyltworks provides a fully white-labelled platform that can be customized to reflect your brand's identity. From interface design to program workflows, every detail can be aligned with your company's goals, ensuring participants feel connected to your brand at every touchpoint.

- **Flexibility & Scalability**

Built on a modular, cloud-based architecture, Loyltworks adapts to your business size and needs. Whether you're running a pilot program or managing nationwide loyalty initiatives, the platform scales seamlessly to support growing audiences and diverse engagement models.

- **Multi-Industry & Multi-Use Case Support**

Loyltworks is designed to work across industries such as FMCG, retail, manufacturing, construction, and more. From dealer and distributor loyalty to influencer and sales incentive programs, the platform supports a variety of use cases, making it versatile for any B2B engagement strategy.

- **Rewards & Redemption Engine**

A rich and diverse rewards marketplace powers the platform, offering everything from digital vouchers to lifestyle products and travel packages. Participants enjoy an easy, transparent redemption experience, while businesses benefit from flexible reward configurations that drive desired behaviors.

- **Modules & Gamification Elements**

To keep participants engaged, Loyltworks integrates gamified features like spin-the-wheel, leaderboards, quizzes, and tier progression. These interactive elements not only motivate participation but also foster healthy competition, boosting long-term engagement.

- **Omnichannel / Cross-Platform Engagement**

Loyltworks ensures seamless engagement across web portals, mobile apps, microsites, and even WhatsApp journeys. With multilingual support, the platform connects with participants in their preferred language, ensuring inclusivity and stronger relationships.

- **Real-Time Analytics & Insights**

The platform comes equipped with powerful dashboards that provide real-time visibility into program performance. From engagement rates to redemption trends, these insights help

businesses refine strategies, maximize ROI, and make data-backed decisions.

- **Full Lifecycle Program Management**

Loyltworks doesn't just provide technology—it delivers end-to-end loyalty program management. From program design and campaign execution to reward fulfilment and support, every stage is handled with expertise, giving clients peace of mind and measurable results.

- **Compliance, Security & Support**

Security and compliance are at the core of Loyltworks. With features like e-KYC, TDS compliance, and a secure cloud infrastructure, businesses can run loyalty programs with confidence. Dedicated support ensures smooth operations and reliable user experiences.

## Vision & Mission

Loyltworks' mission is simple: *to help businesses unlock the full potential of loyalty.*

- **Engagement over transactions** — loyalty is about consistent, meaningful engagement, not just one-off deals.
- **Measurable outcomes** — every program must deliver visible business value.
- **Flexibility & trust** — brands should be able to experiment, customise, and scale loyalty programs without being constrained by rigid tools.

## Leadership

Founded by [Prashanth M](#), Loyltworks is steered by a team with deep experience in tech, consumer behaviour, rewards fulfilment, and loyalty mechanics. Under his leadership, Loyltworks has focused on marrying tech-innovation with practicality.



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