

**Press Release**

## **SBI Card Organizes 250 Customer Service Camps**

***First-of-its-kind initiative in the Indian credit card industry; underscores commitment to constantly improve service levels; proactively approach and resolve customer queries & educate customers on financial prudence***

**New Delhi, February 23, 2010:** SBI Card has successfully organized 250 service camps touching 2,10,000 customers in 31 cities in India over the last eight months. SBI Card started these camps in May 2009 to forge better customer relationships and proactively resolve customer queries. This is a first-of-its-kind initiative in the Indian credit card industry. The 250<sup>th</sup> service camp was organized at Pune on 27<sup>th</sup> January 2010.

“We are always looking for ways to make life simpler for our 2.8 million customers. These camps were able to do just that for some of our customers,” **said Abhay Kumar Singh, CEO, SBI Cards & Payment Services Pvt. Ltd.** “These camps have given us insight into the needs and preferences of our customers and were also aimed at promoting financial prudence among them.”

“The service camps have been a highly successful customer out-reach. Through these camps our aim was to proactively understand issues faced by our customers and provide on-the-spot and speedy resolution. At the camps, we also disseminated valuable information about credit card usage,” **said Gautam Bose, CEO, GE Capital Business Process Management Services Pvt. Ltd,** the servicing arm of SBI Card.

At the service camps, SBI Card customers had an opportunity to learn about their credit cards, billing processes and cycles, importance of CIBIL rating, and merits of maintaining a healthy credit rating directly from SBI Card executives.

SBI Card is the only credit card company in India that offers customers the ease of 13 different modes of payment. SBI Card won several Indian and Asian awards in 2009 including the most trusted brand in credit card category in the Reader’s Digest Asia Trusted Brands 2009 Survey, a consumer choice award from CNBC Awaaz and ‘Asia’s Best Mature Captive Services Delivery’ award from the Shared Services Outsourcing Network (SSON).

## **About SBI Card**

SBI Card is a joint venture between State Bank of India and GE Capital to offer Indian consumers extensive access to a wide range of world-class, value-added payment products and services. The partners have set up two joint venture companies to develop a credit card business in India -- SBI Cards & Payment Services Pvt. Ltd., which focuses on the marketing and distribution of SBI Card and GE Capital Business Processes Management Services Pvt. Ltd., which handles the technology and processing needs of SBI Card. Visit [www.sbicard.com](http://www.sbicard.com) for more details.

## **About State Bank of India**

State Bank of India (SBI) is the country's oldest and largest bank. For more information, visit [www.statebankofindia.com](http://www.statebankofindia.com)

## **About GE Capital**

GE Capital has been operating in India since 1993. With a AAA (CRISIL) credit rating, GE Capital combines local understanding with the global reach of GE to provide end-to-end financial solutions to meet the diverse needs of Indian corporate and retail customers. GE Capital's businesses in India are organized under various business units including those focused on corporate finance, asset-based lending, leasing, commercial distribution financing, energy and infrastructure projects financing, merger & acquisition financing, mortgages, loans and credit cards (through a eleven-year-old strategic joint venture with State Bank of India). For more details visit [www.gecapital.com/in](http://www.gecapital.com/in)

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