



Press Release

SBI Card Voted Most Trusted Credit Card Brand in Reader's Digest Trusted Brands Survey

New Delhi, June 9, 2010: SBI Card has been voted as the most trusted brand in the credit card category in Reader's Digest Asia Trusted Brands Survey, for the third year in a row.

Accepting the award, Abhay Kumar Singh, CEO, SBI Cards & Payment Services Pvt. Ltd, said, "We have consistently invested in new technologies and introduced new service offerings to make life simple for our customers. We are delighted that our customers have voted us as the most trusted credit card brand for the third year in a row."

SBI Card has focused on customers-centric initiatives and offerings over the past decade. The recently concluded 250 service camps were one such initiative that helped SBI Card proactively reach out to 2,10,000 customers in 31 cities in India. SBI Card is the only credit card company in India that offers customers the ease of 13 different modes of payment. Last year, SBI Card won several Indian and Asian awards 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).

Reader's Digest Asia Trusted Brands Survey was launched in 1999 and has been carried out annually for the past eleven years. The survey reflects Asian consumers' choice of their most trusted and favorite brands among the thousands available in the market and is carried out by Synovate on behalf of Reader's Digest, in eight Asian markets.

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 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

About GE Capital

GE Capital has been operating in India since 1993. With 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

Contacts:

Gayatri Rath
Corporate Communications, GE Capital India
+91 124 4808918 / +91 98736 91843
gayatri.rath@ge.com

Niraj Sharma / Vidhi Thakur
I:Connect Enterprise - PR
Mobile: 9810093472 / 9910562932
Email: niraj@iconnectenterprise.com, vidhi@iconnectenterprise.com