

Press Release

Oriental Bank of Commerce & SBI Cards Launch New Co-branded Credit Card

New Delhi, October 22, 2011: Oriental Bank of Commerce (OBC) and SBI Cards today announced the launch of the **SBI-Oriental Bank of Commerce** co-branded credit card for the customers of Oriental Bank of Commerce.

The SBI-Oriental Bank of Commerce Credit Card would be available in two variants - Platinum and Gold Cards, offering distinct and exclusive benefits to customers of OBC.

The new credit card was launched in Delhi by Shri Nagesh Pydah, Chairman and Managing Director, Oriental Bank of Commerce and Shri Kadambi Narahari, CEO, SBI Cards & Payment Services Pvt. Ltd. The launch ceremony was graced by the Executive Directors of Oriental Bank of Commerce - Shri. S.C. Sinha and Shri V. Kannan and Shri Sanjeev Jain, CEO, GE Capital Business Processes Management Services.

Commenting during the launch, **Shri Narahari**, said, "This co-branded card will bring unique benefits to our joint customers."

Shri. Pydah said, "We are happy that our Bank is partnering with one of the largest credit card issuers in the country. This strategic tie-up with SBI Card, gives us the perfect platform to extend our relationships with our customers with credit offerings that are unmatched in convenience and flexibility"

About Oriental Bank of Commerce

Oriental Bank of Commerce a scheduled commercial Bank is a fast expanding government-owned bank, with a network of over 1700 Branches and 1242 ATMs. The SBI-Oriental Bank of Commerce credit card will be distributed through all its branches.

About SBI Card

SBI Card is a private limited company and is created by virtue of a joint venture between The State Bank of India and General Electric Capital Corporation. SBI Cards offers 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 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 and other clients. For more information log into www.sbicard.com

Salient Features

Platinum Card

- 10 cash points for every Rs.100/- spent on dining, departmental stores and international spends that amount to 2.5% value back.
- Kingfisher Airline return ticket on joining, base fare complimentary
- Upto 3 Kingfisher Airline return air tickets every year, base rate complimentary.
- Complimentary access to International and domestic airport lounge through Priority Pass membership.
- The ability to redeem reward points against outstanding credit card bills, in addition to redemption against a wide array of gifts.
- Fuel surcharge waiver across all petrol pumps

Gold Card & More

- One cash point per Rs.100/- spent
- 2.5% value back on purchases made at all departmental stores and groceries through accelerated cash

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