



Karur Vysya Bank Launches New Co-Branded Credit Cards with SBI Cards

CHENNAI, FEBRUARY 24, 2012: Karur Vysya Bank has forged a strategic alliance with SBI Cards, India's leading Credit Card issuer, to launch KVB SBI co-branded Visa credit cards for the customers of Karur Vysya Bank. This was announced at a press meet at Chennai today.

The Karur Vysya Bank SBI Visa credit cards will be available in two variants - Platinum and Gold & More Cards, offering distinct and exclusive benefits to customers of the bank. The credit cards will be both magnetic stripe and chip-based providing a high level of security to the cardholders.

The new credit card was launched today in Chennai by Shri K.P. Kumar, Chairman, Karur Vysya Bank; Shri K. Venkataraman, Managing Director and CEO, Karur Vysya Bank; Shri Kadambi Narahari, CEO, SBI Cards & Payment Services Pvt. Ltd and Shri Sanjeev Jain, CEO, GE Capital Business Processes Management Services.

Speaking on the occasion, **Shri K. Venkataraman, Managing Director & CEO, Karur Vysya Bank**, said, "We are now pleased to add credit cards to our bouquet of offerings in our continuing endeavour to provide the entire gamut of financial services to our customers. We are happy that we will have the backing of a seasoned and experienced player like SBI Cards to support us in this venture."

Commenting on the launch, **Kadambi Narahari, CEO, SBI Cards and Payment Services Private Limited**, said, "We are delighted to partner with Karur Vysya Bank and offer our innovative and feature-packed credit cards to the bank's customers. We are glad that the new credit cards will augment and enhance the bank's range of products and services."

Mr. Sanjeev Jain, CEO, GE Capital Business Processes Management Services said, "Through this tie-up, we will introduce SBI Cards' expertise and experience in innovative credit card product offerings. We look forward to complementing the bank's customer engagement program through our customer-centric services."

About Karur Vysya Bank

Karur Vysya Bank has been taking giant leaps in providing value based products and services backed by technology

Salient Features

Platinum Card

- Two cash points per Rs.100/- Spent
- Ten cash points for every Rs.100/- spent on dining, departmental stores and international spends that amount to 2.5% value back.
- Rs. 3,000 Apparel Voucher on Joining
- 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 & More Card

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

for the convenience of its customers. The bank provides a range of tailor made products meant for individuals, corporates and SMEs. Technology backed services like Mobile Banking, Internet Banking, Money transfers besides a branch network of 442 and ATM network of 765 provide seamless service to the customers. The bank is targeting total business of ` 125000 crore by 2016, when it will celebrate its Centenary Year. Visit www.kvb.co.in for details.

About SBI Cards

SBI Cards is a joint venture between State Bank of India and GE Capital Corporation 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 Cards and GE Capital Business Processes Management Services Pvt. Ltd., which handles the technology and processing needs of SBI Cards. Visit www.sbicard.com for more details.

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