

Yatra.com Launches A New Co-Branded Credit Card With SBI Cards

- Introduces a unique holiday-cum-shopping card for Indian customers

New Delhi, March 27, 2012: Yatra.com, India's leading company in the online travel space, today launched a unique holiday-cum-shopping card for Indian consumers in the online travel category. The credit card has been designed in partnership with **SBI Cards**, India's leading Credit Card issuer.

The new Yatra-SBI Card would provide unmatched travel, holiday and shopping options for Indian travelers. By virtue of using the new holiday card, travellers will now be able to avail discounts across Yatra.com travel and holiday packages, exclusive previews to Yatra.com's best deals and attractive benefits including accelerated rewards on their purchases.

Highlights of the Yatra-SBI Holiday-cum-shopping Card

- Attractive discounts across Yatra.com travel & holiday packages
- Exclusive preview to Yatra.com's best deals
- Reward point conversion against Yatra.com holiday vouchers
- Over Rs. 8,000 vouchers from Yatra on joining
- Accelerated Reward points on spends in Yatra, Department Stores and Grocery.

Commenting on the launch, **Kadambi Narahari,**

CEO, SBI Cards and Payment Services Private Limited said, "Travel continues to emerge as a growing segment for Credit Cards. The SBI Cards brand is based on the value proposition of 'Make Life Simple' – the core promise of our brand. The proposition stands testimony to the company's continuous efforts of simplifying the lives of our customers. We are happy to partner with Yatra.com and look forward to extend the same philosophy to customers in the Travel space."

Speaking about the launch of the card, **Mr. Dhruv Shringi, CEO & Co- founder, Yatra.com** said, "As a company, we are constantly innovating to provide the best travel solutions to our customers. Our partnership with SBI Cards for the holiday card is part of this overall approach. We are really excited about our partnership with SBI Cards and believe that the Yatra.com-SBI Holiday Card is a great value proposition for our customers. We are looking forward to a very positive response for the card."

Mr. Sanjeev Jain, CEO, GE Capital Business Processes Management Services said, “With a growing Internet penetration, customers are increasingly looking out for convenient yet secure ways to complete their online transactions. At SBI Cards, our constant effort is to provide a superior service and usage experience to our customers. We are happy to now extend our world-class, convenient servicing offerings to the esteemed customers of Yatra.com.”

The card has been so designed as to enable customers to win reward points every time they use the card. So, the more you swipe your card, the closer you get to your next dream holiday.

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About Yatra.com

Yatra.com is India’s leading online travel company. Positioned as a brand “Creating Happy Travellers”, it provides information, pricing, availability, and booking facility for domestic and international air travel, railway reservation, hotel bookings, holiday packages, buses, and car rentals. We offer a host of travel services designed to make business and leisure travel easier.

Based in Gurgaon, India, Yatra is a one-stop-shop for all travel-related services. A leading consolidator of travel products, Yatra.com provides reservation facility for more than 3,800 hotels across 336 cities in India and over 90,000 hotels around the world.

Customers can access Yatra.com through multiple ways: through our user-friendly website, 24x7 multi-lingual call center, a countrywide network of Holiday Lounges and Yatra Travel Express stores or through their mobile phones. Yatra.com provides booking facility for all the popular as well as exotic national and international destinations. Launched in August 2006, Yatra is today ranked as the leading provider of consumer-direct travel services in India. Yatra.com has emerged as the most trusted travel brand in India and we were recently voted ‘Most Trusted Brand of India’ in the online travel category by Brand Equity, and also received the coveted most preferred online travel company award twice at the CNBC/Awaaz Consumer Travel Awards.

Our Investors

Yatra.com is backed by well-known and reputed investors: Promod Haque’s Silicon Valley-based Norwest Venture Partners (NVP), Reliance Anil Dhirubhai Ambani Group’s Reliance Capital, Raghav Bahl-promoted Network 18, and Intel Capital, the strategic investment arm of Intel.

[Read more about our investors.](#)

You can also follow Yatra.com on:

<http://www.facebook.com/Yatra>



<http://twitter.com/#!/yatraholidays>

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.