



## PRESS RELEASE

### **SBI Cards Donates 244 computers to NASSCOM Foundation with the help of GE Volunteers**

**CHENNAI, FEBRUARY 24, 2012:** SBI Cards and Payment Services Pvt. Ltd. ("**SBI Cards**"), India's leading Credit Card issuer, has donated 244 computers with associated peripherals to NASSCOM Foundation's BiG Bridge Program here today. GE Volunteers, who have been a long-term partner to NASSCOM Foundation have generously facilitated this donation through their commitments to Corporate Citizenship.

NASSCOM Foundation's BiG Bridge program enables education, employability and entrepreneurship through digital literacy and livelihood projects using refurbished computers. The vision of the program is to create a win-win situation of fulfilling both environmental and social objective. This is achieved by extending the life of responsible companies' computers in a meaningful way and by supporting various types of NGOs with technology that they need to implement their vision.

The computers will go to support the impressive education work of **Literacy India** which works with homeless children, the **United Way** and NASSCOM Foundation's partner NGOs working on employability and entrepreneurship for lasting change.

Commenting on the initiative, **Kadambi Narahari, CEO, SBI Cards & Payment Services Private Limited**, said, "We are glad to partner in this novel initiative and wish GE Volunteers and NASSCOM Foundation continued success in taking digital literacy to the underprivileged."

**Sanjeev Jain, India Leader, GE Volunteers** said, "We have been supporting NASSCOM Foundation's BiG Bridge Program for the last three years. Education is a key focus area for GE Volunteers' activities in India. This donation will go a long way in supporting and empowering many more deserving young adults."

**Rita Soni, CEO, NASSCOM Foundation** commented "We are thrilled to partner with SBI Cards and GE Volunteers in this important initiative to delivery much needed technology to the non-profit sector. The Foundation defines Corporate Social Responsibility (CSR) as these win-win

situations where India Inc. is a partner in India's development. GE and SBI epitomize this sense of Business Responsibility and the BiG Bridge program is a terrific vehicle.”

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### **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](http://www.sbicard.com) for more details.

### **About GE Volunteers**

GE Volunteers support not-for-profit education, health, environment and disaster relief programs and initiatives in India. They work with various schools and non-government organizations to support education initiatives by teaching, helping infrastructure needs and also supporting bright students with scholarships. GE Volunteers spend over 20,000 hours every year in India, working at local schools, with communities focused on sustainable development, on animal welfare projects and during tsunami, floods and other natural calamities.

### **About NASSCOM Foundation**

NASSCOM Foundation aims to channelize the potential of the IT-BPO industry towards inclusive development of India. It is the social development arm of NASSCOM, the internationally recognized trade body of the Indian IT-BPO industry. The Foundation was established to transform the lives of the excluded by leveraging the resources of the IT-BPO industry. NASSCOM Foundation is a charity registered under the Indian Trusts Act, 1882 and under Section 12A of the Income Tax Act.

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