



Press Release

## SBI Cards Enhances Presence in the Premium Segment, Launches the SBI Signature Card

**New Delhi, June 03, 2012:** Following the successful launch of its Platinum Card, SBI Cards, one of India's leading Credit Card issuers, today announced the launch of another new premium segment offering – the SBI Signature Card.

The SBI Signature Card is specifically targeted at the affluent customer.

With its promise of 'One Signature Many Privileges', the SBI Signature Card offers an array of thoughtfully designed privileges and rewards such as accelerated reward points, complimentary air tickets/gift vouchers, complimentary airport lounge access, exclusive domestic and international travel benefits and complimentary movie tickets, amongst others. Another distinct benefit that is being offered with the SBI Signature Card is the 'Signature Book of Rewards' wherein cardholders will receive a wide-range of premium rewards to choose from depending on his lifestyle. With this, the SBI Signature Card becomes one of the most rewarding credit cards available in the industry today.

Commenting on the launch, **Mr. Kadambi Narahari, CEO, SBI Cards and Payment Services Private Limited** said, "With the SBI Signature Card, we now have an enhanced offering for the affluent customer segment. SBI Signature Card is another product innovation from our side and comes with a distinct value proposition. This product is in line with our plan to expand our presence in the premium customer segment."

**Mr. Sanjeev Jain, CEO, GE Capital Business Processes Management Private Limited** said, "With the launch of the new SBI Signature Card, we are fulfilling a long-felt need of our affluent customers. The SBI Signature Card is a personalized product, exclusively customized for this segment. Through our industry leading technologies, processes and convenient service options, we stay committed to delivering experiential delight for our valued customers."

Designed for the discerning customers, the SBI Signature Card offers a host of personalized benefits:-

- Complimentary full fare air ticket or gift vouchers from popular lifestyle brands
- Accelerated 5X Reward points on dining, departmental stores & international spends
- Bonus rewards on annual spends of Rs. 2 lac, Rs. 3 lac, Rs. 4 lac & Rs. 5 lac.
- Two free movie tickets every month
- A Signature Book of Rewards offering exclusive gift options for rewards redemption
- Complimentary access to domestic & international airport lounges
- Exclusive travel deals

The SBI Signature Card is available at an annual fee of INR 5000. The card holders will also be entitled to a full fare airline ticket or gift vouchers worth INR 5000 from leading lifestyle brands, upon enrolment.

### **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 partnership is operated through 2 joint-venture companies - 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 State Bank of India**

State Bank of India (SBI) is the country's oldest and largest bank. For more information, visit [www.statebankofindia.com](http://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 Thirteen-year-old strategic joint venture with State Bank of India). For more details visit [www.gecapital.in](http://www.gecapital.in)