



## Press Release

### **Air India and SBI Card Join Hands to Launch a New Co-Branded Credit Card** *Enhancing world class travel experiences to Indian customers through a unique collaboration*

**New Delhi, September 16, 2013:** **Air India**, the flag carrier airline of India, and **SBI Card**, India's leading Credit Card issuer, today announced the launch of a distinct travel credit card for Indian customers. The new Air India SBI Credit Card will provide best-in-class travel experiences and benefits to business and leisure travelers. With an unmatched proposition, the Air India SBI Card allows a customer spending Rs 5 lakh in a year to earn up to 3 Delhi-Mumbai return tickets on Air India.

Commenting on the launch, **Mr. Pratip Chaudhuri, Chairman, SBI** said, "The coming together of two national brands like SBI Card and Air India is a unique proposition. Through this card, both the brands wish to add value to the travel experience of the Indian consumer. We are extremely pleased to partner with Air India and hope that our combined synergies ensure a rewarding experience to our customers in the travel segment."

Speaking about the launch of the card, **Mr. Rohit Nandan, Chairman and Managing Director, Air India** said, "We at Air India are committed to providing our passengers with a comfortable travel experience. Today the discerning passenger looks for simple and comfortable solutions to travel. We are pleased to partner with SBI Card and believe that this offering will continue to add value to our customers. "

The Air India SBI Signature Card will come with a joining gift of 20,000 reward points, for the customer. In addition to the joining gift, the new Air India SBI Signature Card will offer 4 reward points for retail spend of every Rs. 100 and 20 reward points for every Rs. 100 spent on the Air India website and booking offices for purchase of air tickets. To create a rewarding experience, the Signature Card offers bonus reward points at various spend milestones such as- 20,000 reward points on spending Rs 3 lakh; another 20,000 reward points on spending Rs 5 lakh and 50,000 reward points on spending Rs 10 lakh. **These reward points can be redeemed for Air India Air mile in a ratio of 1:1; making it a quick and easy way to earn free travel with Air India.** Customers can also redeem the reward points collected on this card for attractive gifts from the SBI Card rewards catalogue. Some of the benefits of using the AI-SBI Card are listed below:

#### **Highlights of the Air India SBI Signature Card**

- 4 points for every Rs 100 spent
- 20 reward points for every Rs. 100 spent on Air India website and booking offices
- Bonus reward points on annual spends of
  - Rs 3 lakh- 20,000 bonus reward points
  - Rs 5 lakh- 20,000 bonus reward points
  - Rs 10 lakh- 50,000 bonus reward points
- Reward points can be redeemed for
  - Air India Air miles - 1 reward point = 1 Air Mile
  - Attractive gifts from the SBI Card Rewards Catalogue
- Premium privileges include
  - 1 complementary domestic upgrade voucher
  - Complementary lounge access



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### Highlights of the Air India SBI Platinum Card

- 2 points for every Rs 100 spent
- 10 reward points for every Rs. 100 spent on Air India website and booking offices
- Bonus reward points on annual spends of
  - Rs 2 lakh- 5,000 bonus reward points
  - Rs 3 lakh- 10,000 bonus reward points
- Reward points can be converted to
  - Air India Air Miles for free air travel
- Premium privileges include complementary lounge access

**Please visit [SBICARD.COM](http://SBICARD.COM) for the detailed offer terms**

This co- branded card has been designed to ensure that travelers are able to benefit from the destination network offered by Air India and exceptional services offered by SBI Card.

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### About Air India

Air India occupies a special place in the global and Indian aviation scenario. It pioneered the aviation in India and its history is synonymous with the history of civil aviation in India.

Air India today flies one of the youngest, state-of-the-art, fleet of 129 aircraft comprising a mix of the wide-body Boeing B787 Dreamliners, B777s, B747s, Airbus A330s and the narrow body Airbus A321s, A320s, A319s and the Boeing B737s.

With a network of 33 international destinations across the USA, Europe, Far-East, South-East Asia and the Gulf, Air India offers non-stop services to New York, Newark, Chicago, London, Birmingham, Paris, Frankfurt, Sydney, Melbourne etc. The airline's domestic network covers 63 destinations, including far-flung areas of the North-East, Ladakh, Andaman and Nicobar Islands.

### About SBI Card

**SBI Cards and Payment Services Private Limited (SBI Card)** is a joint venture between State Bank of India and GE Capital 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 Card. Visit [www.sbicard.com](http://www.sbicard.com) for more details.

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