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SBI Card introduces a new card for online shopping

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CHENNAI: SBI Card, a joint venture between State Bank of India and GE Capital, on Tuesday rolled out an online specific credit card – SimplyCLICK – in partnership with seven e-commerce players.

The partners included Amazon India, BookMyShow, Cleartrip, FabFurnish, Food Panda, LensKart and Ola Cabs.

The SimplyCLICK credit card has been designed to serve the online shopping community, a move which

comes on the back of growing e-commerce business in the country.

The SimplyCLICK SBI Card will offer five times more reward points than other cards for all online spends. Also, the card will offer 10 times more reward points on purchases made on partner sites. It offers some other benefits too. A customer can get up to Rs.4,000 worth of vouchers if he/she spends Rs.2 lakh via online medium annually. SimplyCLICK SBI Card comes with a nominal fee of Rs.499 and will reward customers

with an Amazon e-gift welcome voucher worth Rs.500. The cardholders will receive reversal of the renewal fee on crossing annual spends of Rs.1 lakh, according to a statement.

SimplyCLICK SBI Card can also be used at all merchant outlets within India and worldwide. It will offer fuel surcharge waiver of 2.5 per cent across all petrol pumps in India.

“SimplyCLICK has been inspired by the needs and aspirations of the generation that is always online,” said Vijay Jasuja, CEO, SBI Card.