

**The Hindu Business Line**  
**South Indian Bank, SBI Card launch co-branded credit cards**

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## South Indian Bank, SBI Card launch co-branded credit cards

**OUR BUREAU**

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South Indian Bank and leading credit card issuer SBI Card have announced their collaboration to launch co-branded credit cards for customers of South Indian Bank.

Through this alliance, South Indian Bank and SBI Card will launch two variants of credit cards on the VISA platform, namely, South Indian Bank Platinum SBI card and South Indian Bank SimplySave SBI card.

While the South Indian Bank Platinum SBI card has been designed keeping in mind premium customers and offers features in line with their lifestyle, the South Indian Bank SimplySave SBI card is aimed at the value-conscious consumers.

It offers rewards and fea-

tures that take into account the spending requirements of customers who want accelerated rewards from their credit card.

K Thomas Joseph, Executive Vice-President (Admin), South Indian Bank, said the co-branded credit card, offered in association with SBI Card, will be a perfect value addition for the bank's customers who can now enjoy enhanced facilities under the wide range of services offered under its ambit.

According to Vijay Jasuja, CEO, SBI Card, the partnership with South Indian Bank would be mutually beneficial, as it will help us to grow SBI Card's customer base.

The Platinum and SimplySave credit cards will be offered at joining fees of ₹2,999 and ₹499, respectively.