

**The Financial Express**  
**SBI Card launches premium credit card Elite**

Date: 06/07/2016 | Edition: Ahmedabad | Page: 10 | Source: Bureau

---

**SBI Card launches  
premium credit  
card Elite**

SBI Card, a subsidiary of State Bank of India, on Tuesday launched a premium credit card with host of facilities targeting high net worth customers. 'Elite' card is launched on the Master Card World platform and is enabled with NFC (near field communication) technology. This allows customers a contactless payment experience, adding more speed and suave to their wallets, SBI Card CEO Vijay Jasuja said. The new card comes with a joining fee of ₹4,999 and all customers will receive a welcome gift worth ₹5,000 in the form of vouchers from popular lifestyle and travel brands.