

**The Financial Express**  
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SBI Card, a subsidiary of State Bank of India, would go for co-branding of credit cards with more other banks which do not have big back office support, an official said. "We are talking with several other banks for co-branding of credit cards. These banks belong both in the public sector and small private sector banks", CEO of SBI Card Vijay Jasuja said on Thursday. He said since SBI Card is a separate company, it was able to have co-branding with other banks while others do not have that advantage since they were operating from their credit cards division. SBI Card already has co-branding with Karur Vysya Bank, Bank of Maharashtra, Oriental Bank of Commerce, Federal Bank and Lakshmi Vilas Bank.