

Business Standard
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Date: 29/1/2017 | Edition: Delhi | Page: 1 & 2 | Source: Abhijit Lele & K. Raghavendra Kamath

SBI CARD TO INCREASE BUSINESS FLOW FROM CO-BRANDED CARDS



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ABHIJIT LELE &
K RAGHAVENDRA KAMATH

Mumbai, 28 January

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Vijay Jasuja, chief executive, SBI Card, said the experience with the co-branded card for Big Bazaar, a unit of the Kishore Biyani-controlled Future group, had given the



concern the confidence to scale up its business and was looking at more alliances.

The first tie-up with the group happened in December 2014. The card, which is valid for products in the fashion category, is targeted at the value-

conscious consumer and has become the fastest-growing and largest retail co-branded card in the country.

Jasuja said the card company wanted to move into premium categories such as leisure and lifestyle.