

**The Financial Express**  
**Central, SBI Card launch co-branded credit card**

**Date: 18/1/2017 | Edition: Delhi | Page: 15 | Source: Bureau**

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CENTRAL, a leading fashion and lifestyle department store from Future Group, and SBI Card have launched a co-branded credit card designed for the aspirational urban shopper. The new Central SBI co-branded card offers a rewarding experience to consumers in the premium lifestyle and fashion space, combining benefits on shopping with dining and entertainment. The card has been launched in two variants, Select and Select+. The card delivers value from the point of enrolment itself, offering welcome gift vouchers worth up to ₹5,000 to cardholders besides an accelerated rewards point structure.