

Telegraph
SBI Card launches PRIME: A unique credit card for the neo-premium consumer

Date: 20/06/2017 | Edition: Kolkata | Page:17 | Source: Bureau

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SBI Card, launched 'SBI Card PRIME', a premium credit card targeted at the growing segment of urban, young affluent consumers. SBI Card PRIME is designed to complement the lifestyles of these evolving, neo affluent consumers, clubbing exclusive lifestyle privileges with enhanced value on their daily spends. The premium consumer in India is changing. With rising disposable income, urban professionals are aspiring for a superior lifestyle at an early stage in their lives.