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## SBI Card launches 'ELA'

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**SBI Card launches 'ELA':** SBI Card has announced the launch of 'ELA' (Electronic Live Assistant), a virtual assistant for customer support and services. Driven by Artificial Intelligence (AI) and Machine Learning (ML) algorithms, Electronic Live Assistant is designed to enhance customer experience by providing relevant and instant responses to customer queries. The virtual assistant is currently hosted on the SBI Card website and will soon be integrated on the mobile app as well. TNN