

## SBI, Etihad Guest launch credit card for overseas travel

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**KR SRIVATS**

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SBI Card, a leading credit card issuer, and Etihad Guest, the loyalty programme of Etihad Airways, have joined hands to launch a travel-specific Visa credit card for members.

This is the first international co-brand partnership of SBI Card, the country's second-largest credit card issuer.

The card will be available in two variants: Etihad Guest SBI Card and Etihad Guest SBI Premier Card.

Travel is now a key spend category for Indian consumers, with 33 per cent of overall card spends in the SBI Card portfolio made within the travel industry.

Commenting on this partnership, Hardayal Prasad, Managing Director and CEO, SBI Card, said: "With Etihad Guest, we are pleased to initiate our first international co-brand partnership. Through this tie-up with Etihad Guest, we seek to offer a powerful product, which will complement the lifestyles of affluent and urban Indians who frequently travel overseas."

Yasser Al Yousuf, Etihad Airways Vice-President for Commercial Partnerships, said: "India is a key strategic market for Etihad Airways, and we are delighted to launch our first India-specific credit card for our members with one of the country's most revered institutions, SBI Card.

"This card enables members earn Etihad Guest Miles every time they spend, empowering them to make choices about how they collect and spend their miles. With increased travel from our guests to the US, we believe this card will also strengthen our existing travel benefits including US pre-clearance."