

## SBI Card and Vistara in tie-up for premium co-branded credit card

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New Delhi, November 26

SBI Card, the country's second-largest credit card issuer, and Vistara, a full-service carrier, have joined hands to launch a premium credit card for travel-savvy Indians.

Launched in two variants, Club Vistara SBI Card Prime and Club Vistara SBI Card, the new card has been designed to offer a rewarding travel experience to cardholders with benefits on domestic and international travel spends.

Speaking at the launch, Hardayal Prasad, MD and CEO, SBI Card, said: "After GE's exit we are reinventing ourselves in the way we conduct business. This is one of the most important co branding tie-ups we have entered into and we were looking forward to it," he said.

Till date, the SBI Card had 16 co-branded tie-ups with retail

institutions and 10 with banks, according to Prasad. He said SBI Card has always strived to bring products for customers that are customised as per their diverse lifestyle and preferences, offering maximum value and enhanced experience.

"We want our customers to experience the benefits of both the brands coming together. Through our partnership with Vistara, we aim to address the requirements of our customers, especially urban millennials, whose spend on travel has increased over a period of time," said Prasad.

Leslie Thng, CEO, Vistara, said: "Our endeavour is to enhance the value proposition of Club Vistara and elevate its position from a frequent flyer programme to a more attractive, comprehensive lifestyle programme."