

The New Indian Express

SBI Card and Vistara launch credit card

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SBI Card and Vistara, India's finest full-service carrier, have joined hands to launch a one-of-its-kind premium credit card for travel savvy urban 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, through unique benefits and unmatched value proposition, on domestic and international travel spends.

The card offers benefits such as one-way Premium Economy tickets on joining and achieving spends-based milestone(s), complimentary Club Vistara Silver tier membership, up to six free cancellation of

flight tickets booked on Vistara channels viz. website, app and helpline, and also complimentary lounge access- up to four international and eight domestic among host of other benefits.

Speaking at the launch, Hardayal Prasad, MD & CEO, SBI Card, said, "Through our partnership with Vistara, India's best airline, we aim to address unique requirements of our customers, especially urban millennials, whose spend on travel has increased over a period of time and are looking for related privileged benefits. This launch, has increased our travel credit card portfolio that we have built over the years, targeted at fulfilling varied needs of our customers."

Leslie Thng, Chief Executive Officer, Vistara, said, "As travel spends continue to significantly rise among today's urban consumers, we wish to provide more options to the ever-increasing number of our loyal customers to join Club Vistara and enjoy the privileges of their Club Vistara membership."