

SBI Card, Landmark Group tie up to launch retail co-branded credit cards

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SBI Card has partnered with Landmark Group to launch retail co-branded credit cards. Lifestyle Home Centre SBI Card, Max SBI Card, and Spar SBI Card were introduced in partnership with four Landmark brands—Lifestyle, Home Centre,

Max, and Spar. Hardayal Prasad, MD and CEO, SBI Card, said: "We are pleased to partner with Landmark Group and, through the retail co-branded credit cards, we are exploring 5 to 10 per cent of business from the 38 million customer base of Landmark Group from Lifestyle, Home Centre, Max, and Spar."