

[SBI Card recognises today's progressive women in new campaign](#)

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SBI Card has announced the launch of its new brand campaign, “Khushiyan ka Credit Card”. The campaign inspires people to have positivity and to move ahead in life without necessarily having to sacrifice their own happiness and ambitions for the sake of their loved ones.

SBI Card, in this brand campaign recognises and encourages today's progressive women who look at situations differently. The film celebrates the new empowered woman who discovers reasons to cherish and rejoice in the happiness of her loved ones, along with pursuing one's own dreams and ambitions.

The narrative of the new brand campaign demonstrates how a woman – be it a mother or a daughter – tends to sacrifice her ambitions and happiness for her family. The film subtly relays the message of women empowerment as it unfolds the story of a mother-daughter granddaughter trio.

The film opens with a mother discovering that her daughter has a great opportunity in New York, and the daughter is set to forgo it as she believes that her mother will not leave her boutique. The progressive

mother understands the magnitude of the opportunity that the daughter plans to sacrifice and hence says, 'Agar tu khush nahin rahegi toh tu hamein khush kaise rakhegi'.

She then moves on, asking the daughter to take the first baby step – booking the flight ticket seamlessly through SBI Card, saying 'Mera boutique Nagpur mein nahin New York me hoga'. The film ends with the message 'Aapki khushi bhi utni hi jaroori hai jitni aapke apno ki'.

The film is a continuation of SBI Card's previous brand campaigns launched last year – "Ghar Mein Khushiyaan" and "Contactless Connections".

Rama Mohan Rao Amara, managing director and chief executive officer, SBI Card said, "A positive outlook is imperative to overcome even the toughest of challenges, in personal or professional lives. The new brand campaign inspires people to adopt just that, a positive attitude. The campaign inspires our customers to look for ways to rejoice in the happiness of our loved ones, without necessarily sacrificing our own dreams. It is a matter of great pride for us to see SBI Card as a (financial) enabler in spreading joy in our consumers' lives."