

THE HINDU
BusinessLine

Almost 10% RuPay cardholders have registered on UPI: SBI Card MD

WIN-WIN. Joins hands with Reliance Retail to launch Reliance-SBI Card

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Nearly 10 per cent of SBI Card's RuPay cardholders have registered their cards on the UPI platform, MD and CEO Abhijit Chakravorty said on Tuesday.

SBI Card launched the credit cards on UPI facility in August and has good response over the past two months, Chakravorty said, adding that SBI Card is seeing average spends of around ₹11,000 via UPI on these cards.

He was speaking at the sidelines of the launch of the Reliance-SBI Card, a rewards-based credit card catering to spends in stores of Reliance Retail.

The card, has currently been launched on the RuPay network.

However, it is not exclusive tie-up and SBI Card may consider expanding to other networks based on how the



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ABHIJIT CHAKRAVORTY,
MD and CEO, SBI Cards



market evolves and the reach of Reliance stores and SBI beyond the tier-I and tier-II cities, Chakravorty said.

TWO VARIANTS

"It will be offered as a co-branded card where apart from the value addition, we will add to the customer base also. So taken together, the card company gets new customers and the co-branded partner will get more value for their customers. It's a sort of win-win

scenario for both partners," he added. The co-branded card has two variants – 'Reliance SBI Card' and 'Reliance SBI Card PRIME'. The key retail brands include Reliance Smart, Smart Bazaar, Reliance Fresh Signature, Reliance Digital, Reliance Trends, JioMart, Ajo, Reliance Jewels, Urban Ladder and Netmeds, among others.

SBI Card offers the largest number of co-branded cards in the country, across 14 tie-ups which include partners

such as Air India, Vistara and Lifestyle.

RISING DELINQUENCIES

On concerns regarding the unprecedented pace of growth in credit cards and personal loans, Chakravorty said that while delinquencies are rising, SBI Card is not seeing higher stress in any one specific segment and the defaults are spread across the portfolio.

"We do see individual level delinquencies happening and there are individuals who are not able to pay out because of the stress they are experiencing. That is where we are finding we are not out of the market when it comes to stress in unsecured loans," he said.

Consumption patterns across the market indicate that October and Q3 FY24 will see high spends led by the festival season which was spread across two quarters last year, Chakravorty said.