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Date: 01/11/2023 | Edition: Online | Page: NA | Source: Mayur Shetty



THE TIMES OF INDIA

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Mayur Shetty / TNN / Updated: Nov 1, 2023, 14:21 IST

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SBI Card and Reliance Retail have partnered to introduce a co-branded RuPay credit card that provides extra benefits at Reliance retail outlets spanning various sectors, from fashion and lifestyle to groceries, consumer electronics, pharmaceuticals, and furniture to jewellery.

In addition to exclusive welcome offers and personalized travel and entertainment benefits, these cards offer rewards based on spending milestones, such as a renewal fee waiver and Reliance Retail vouchers for transactions within the Reliance Retail network.

V Subramaniam, Director at Reliance Retail Limited, stated, “Reliance SBI Card offers a wide range of benefits, exclusive discounts, and rewards for shopping with us online and in our stores. Together with SBI Card, we aim to surpass customer expectations and bring joy to our customers.”

At the beginning of the fiscal year, Reliance Retail had approximately 250 million registered customers shopping across all its formats. The company operates around 18,650 retail outlets, covering consumer electronics, fashion and lifestyle, groceries, and pharmaceuticals, handling 1.2 billion customer transactions annually. Subramaniam emphasized the potential for expanding their customer base and building a broader ecosystem.

“Reliance SBI Card has been developed as a comprehensive product catering to major consumer segments. It’s a valuable addition to our co-brand portfolio, and we anticipate it becoming a popular credit card due to its versatile usage options,” added Abhijit Chakravorty, MD & CEO of SBI Card.

The co-branded credit card is available in two variants - Reliance SBI Card and Reliance SBI Card PRIME.

The Reliance SBI Card PRIME allows cardholders to earn 10 Reward Points for every Rs100 spent at participating Reliance Retail Stores, excluding UPI payments. Additionally, cardholders can earn 5 Reward Points for every Rs100 spent on dining, movies, entertainment, domestic airlines, and international transactions. It also has fee waiver on achieving spending milestones and welcome benefits on joining. The annual renewal fee for the Reliance SBI Card PRIME is Rs2,999 plus applicable taxes, and for the Reliance SBI Card, it is Rs499 plus applicable taxes. The card provides airport lounge access and a fuel surcharge waiver. Additionally, cardholders can enjoy a monthly movie ticket worth Rs 250 on BookMyShow.

The Reliance SBI Card features a simplified rewards structure. Cardholders earn 5 Reward Points for every Rs100 spent at Reliance Retail Stores (excluding UPI payments) and 5 Reward Points for every Rs100 spent on dining and movies. For other retail purchases, excluding fuel, property rental, and wallet uploads, cardholders can earn 1 Reward Point per Rs100 spent.