

**SBI Card and Titan Launch Titan SBI Card; here's how cardholders can avail benefits worth Rs 2 lakh per year**

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SBI Card on March 21 has partnered with Titan Company Limited, to launch Titan SBI Card. The Card offers benefits across many lifestyle categories.

"With features that include cashbacks, Titan gift vouchers and Reward Points, cardholders can avail exclusive benefits of over Rs 2 lakh worth per annum. One can enroll for the card in a completely digital manner via SBI Card SPRINT by visiting SBI Card website <https://www.sbicard.com/> or Titan stores," said SBI Card in a stock exchange filing.

**Categories and Benefits**

The Titan SBI Card offers curated benefits on high value spend categories such as jewellery, watches, and eyewear. The card offers 7.5 percent cashback on Titan in watches category; Taneira in women ethnic wear category; Titan EyePlus in eyewear category; and other non-jewellery Titan brands.

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Abhijit Chakravorty, MD & CEO, SBI Card said that there is a growing propensity of Indian consumers towards aspirational lifestyle and products. "We are delighted to introduce Titan SBI Card, a specialised credit card that caters to the lifestyle spending needs of our customers. This launch holds great significance for us since it also marks the start of our partnership with Titan, a giant in the premium retail category. We hope our customers will appreciate this new addition to our already robust premium portfolio and leverage it to derive maximum benefits as they spend through it," he added.

C K Venkataraman, MD, Titan Company Limited, said that India is on the trajectory to become the third largest consumer market, with consumer spending growing YoY across the retail ecosystem. "In fact, at Titan, we have witnessed a significant surge in demand from our consumers across different segments. Our consistent growth trajectory across categories, is reflective of the confidence that our consumers have in our value proposition. We are delighted to partner with SBI Card to launch this unique co-brand card which will further bolster the aspirations of our consumers. Through this card, we would like to empower our customers by offering them exciting benefits while shopping across their favourite Titan brands. Additionally, spearheading Titan's commitment to the society and its eco-conscious drive, we are also happy to plant a tree for every approved card," he added.

**Additional Benefits**

Cardholders will receive 12,000 Reward Points upon payment of joining fee.

Travel Benefits: Eight complimentary domestic airport lounge visits in a year (Maximum of 2 visits per quarter) and four complimentary international airport lounge visits in a year (Maximum of 2 visits per quarter).

Fuel Surcharge: One percent fuel surcharge waiver (Valid for transactions of amount ranging from Rs 500 to Rs 3,000 & maximum surcharge waiver amount of Rs 100 per billing statement month per credit card account.)

SBI Card and Payment Services reported an eight percent rise in its net profit at Rs 549 crore in the December quarter of FY 24, from Rs 509 crore recorded in the year-ago period.

Titan Company reported standalone net profit of Rs 1,040 crore for the December quarter of FY24, up 9.5 percent from the same quarter of the previous financial year.