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SBI Cards and Payment Services (SBI Card), India's leading pure-play credit card issuer, today announced the appointment of Salila Pande as its new Managing Director and Chief Executive Officer, effective April 1, 2025. The announcement was made public via a press release filed with the BSE and NSE.

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"I am happy to welcome Ms. Salila Pande as the MD & CEO of SBI Card," said Challa Sreenivasulu Setty, Chairman, State Bank of India. "I am sure that under her leadership, SBI Card will continue to innovate, expand and create value for all stakeholders. I wish her all the best."

Pande expressed her enthusiasm for the new role, stating, "I am honored to take on the role and lead SBI Card at this transformative juncture. These are exciting times for India's financial sector, as a robust digital foundation and evolving demographics drive greater adoption of digital payments. With a rich legacy of innovation and customer-centric solutions, SBI Card is uniquely positioned to capitalise these opportunities in the Indian credit card market. I look forward to steering SBI Card's efforts to enhance customer experience, fueling growth and strengthening its position."

SBI Card boasts a substantial credit card portfolio catering to both individual and corporate clients, offering a range of cards focused on lifestyle, travel, rewards, and banking partnerships. With over 20 million cards in force as of December 2024, the company has a diversified customer acquisition network and is committed to leveraging technology to enhance its services. SBICARD is listed on both the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE).