The Economic Times

Eternal SBI Card launched: SBI credit card offers 10% discount and 5% cashback with limits

Date: 15/10/2026| Edition: Online | Page: NA | Source: Sneha Kulkarni

THE ECONOMIC TIMES | wealth

Eternal SBI Card launched: SBI credit card offers 10% discount and 5% cashback with limits

Curated by *Sneha Kulkarni*, ET Online | Oct 15, 2026, 05:23:52 PM IST

Eternal SBI Card launched

SBI Card and Eternal Limited (formerly known as Zomato Limited) today announced the launch & 'early access' to Eternal SBI Card, a co-branded credit card designed for customers across Eternal and its affiliates. The card offers instant discounts across multiple brands within one ecosystem.

Customers can now request early access through the Zomato, Blinkit, and District apps to receive an invitation to apply when the card becomes available on October 22, 2026, in a phase-wise manner.

Where can Eternal SBI Card cardholders get 10% instant discounts, 1+1 movie tickets and other offers?

Eternal SBI Card cardholders can get a 10% instant discount on transactions on Zomato, District, and Blinkit (only on products under the category of electronics and beauty) and a 5% instant discount on purchases under all other categories (subject to certain excluded categories mentioned below) on Blinkit. These discounts will be subject to a combined cap of Rs 2,000 per month across purchases made through all the aforementioned platforms. Additionally, there is a 10% instant discount on Bistro and a 1+1 offer on the purchase of movie tickets through District (all discounts on Eternal brands are over and above existing platform offers).

How much cashback can Eternal SBI credit cardholders earn?

With the Eternal SBI Card, customers can also earn 5% cashback, up to Rs 1,000 a month, on spends with Apollo 24|7, ixigo, Uber, and Urban Company. Eternal SBI Card comes with the cashback auto-credit facility, which allows the automatic credit of entitled cashback against eligible transactions directly to the SBI Card account on statement generation.

Additional benefits does Eternal SBI Card offer?

Beyond the core value offered, the co-branded SBI credit card offers cashbacks and rewards on certain spends outside Eternal's ecosystem. Cardholders get a 6-month complimentary Zomato Gold membership as a welcome benefit on a payment of the Rs 499 joining fee. Along with this, cardholders can also enjoy a spend-based annual fee waiver on achieving annual spends of Rs 2,00,000 in the previous year. The credit card also provides a 1% fuel surcharge waiver of up to Rs 200 in a statement cycle.

How can customers apply for Eternal SBI Card?

Customers can apply for the SBI credit card through the Zomato, Blinkit, or District mobile apps, through a fully digital onboarding process. Eternal SBI Card is available on both the Mastercard and RuPay networks.

What is the Eternal SBI Card fee?

The Eternal SBI Card annual fee is Rs 499 and is waived on achieving spends of Rs 2,00,000 in the previous year.

Which cashback, movie ticket and fuel surcharge waiver benefits does SBI Eternal Card offer?

Apart from the offers on select platforms, the SBI credit card offers a 1% cashback on other eligible spends, capped at Rs 500 per month. This excludes fuel, e-wallets and prepaid instruments, rental transactions, tax payments, insurance, jewellery, education, utilities, gaming and EMI payments.

SBI credit cardholders can also get a complimentary movie ticket on purchasing one ticket through the District app every month, with a discount of up to Rs 200 on the second ticket. The card also provides a 1% fuel surcharge waiver of up to Rs 200 per statement cycle. The cashback earned is credited directly to the customer's account as a statement credit.