

October 23, 2020

The BSE Limited
Corporate Relationship Department.
P J. Towers.
Dalal Street, Fort
Mumbai - 400 001

SCRIP CODE: **543066**

SECURITY: **Equity Shares/Debentures**

The National Stock Exchange of India Limited

Exchange Plaza,
Bandra-Kurla Complex.
Bandra (E), Mumbai - 400 051

SYMBOL: **SBICARD**

SECURITY: **Equity Shares**

Dear Sirs,

Re: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we attach herewith the copy of press release titled "SBI Card partners with DMRC; Launches contactless Delhi Metro SBI Card".

Kindly take the same on record.

Thanking you,

Yours faithfully,

**For SBI Cards and Payment Services Limited
(formerly known as SBI Cards and Payment Services Private Limited)**

**Payal Mittal Chhabra
Company Secretary & Compliance Officer**

Enclosed: As above



दिल्ली मेट्रो रेल कॉर्पोरेशन लिमिटेड
Delhi Metro Rail Corporation Limited



SBI Card partners with DMRC; Launches contactless Delhi Metro SBI Card

~Unique combo card to work as a metro smart card as well as a credit card for regular spends

~10% discount on Delhi Metro travel

~Contactless smart card with auto top up feature enables safe metro commute in times of Covid-19

New Delhi (India), October 23, 2020: SBI Card, India's largest pure play credit card issuer, and Delhi Metro Rail Corporation (DMRC), the largest metro network in India and one of the largest in the world, today announced the launch of a unique combo credit card – '**Delhi Metro SBI Card**'. Thoughtfully designed for regular commuters on the Delhi Metro, the new contactless Delhi Metro SBI Card is a multipurpose card which functions as a credit card as well as a metro smart card, offering the convenience and safety associated with both in one card.

This affordable contactless credit cum metro smart card enables a convenient and hassle-free commute on the Delhi Metro, while allowing customers to avail rewards and savings on daily spend. In addition to the benefits of a metro smart card, the Delhi Metro SBI Card will offer 10% discount on metro travel as well as 10X reward points on spend categories, such as, dining, grocery & departmental store, movies and utilities standing instructions. Apart from this the customers can avail spends based reversal of annual card fees.

An auto reload feature on the card, wherein the card will be automatically topped up when the balance falls below a certain threshold, ensures an enhanced customer experience. This feature will further contribute to a seamless commute as cardholders will be able to recharge their metro cards without queuing up. The Delhi Metro SBI Card comes at an opportune time. It is particularly relevant in facilitating safe and seamless metro commute without the need to queue up anywhere, in times of social distancing.

Talking about the Delhi Metro SBI Card launch, **Mr. Ashwini Kumar Tewari, CEO, SBI Card** said, "SBI Card has always strived to deliver best in class value and experience, by carefully devising products to meet evolving consumer needs. DMRC has a vast reach and can be called the travelling sustenance of Delhi. Through this partnership we are offering an unparalleled value proposition and aim to bring an enhanced daily commute experience to millions of metro commuters. With in-built features such as contactless payment and auto top up, we believe Delhi Metro SBI Card is particularly relevant in times where social distancing must be maintained and contactless, digital payments are a safer alternative."

Speaking on the occasion, Dr. Mangu Singh said, "This initiative is in line with the DMRC's commitment towards supporting the digital drive to promote cashless transactions among the Delhi Metro commuters at a time when social distancing has become a way of life. We believe that this 'Delhi Metro SBI Card' can serve as an essential instrument in facilitating a safer Metro commute in these pandemic times."



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Delhi Metro Rail Corporation Limited



The Delhi Metro SBI Card offers many distinct benefits and rewards to cardholders, including:

- Welcome benefits: 2000 bonus reward points and INR 50 cashback on first auto top up transaction
- Cashless benefits: 10% Discount on Metro Travel and Auto top up of Card for INR 200 at an auto top up thresh hold of INR 100
- Reward points: 10X reward point on Movies, Dining, Grocery, Departmental store spends and on Utilities Standing Instructions
- Redemption of reward points with SBI Card Shop and Smile reward catalogue
- 1% Fuel Surcharge waiver at all petrol pumps
- Reversal of annual fee on spends of INR 100,000\
- Complimentary Lost Card Insurance cover of Rs. 50,000

SBI Card will also have access to 100 metro stations across Delhi and NCR to put up kiosks to spread awareness among new and potential customers. Customers can apply for the Delhi Metro SBI Card through the sales team present at metro stations as well as online through the e-apply platform on the SBI Card website. The card can be availed at an affordable annual fee of INR 499/-

About SBI Card

SBI Cards and Payment Services Limited (formerly known as SBI Cards and Payment Services Private Limited) (“SBI Card”) is a non-banking financial company that offers extensive credit card portfolio to individual cardholders and corporate clients which includes lifestyle, rewards, travel & fuel and banking partnerships cards along with corporate cards covering all major cardholders’ segments in terms of income profile and lifestyle. Presently, the brand has a wide customer base of over 10 million. It has diversified customer acquisition network that enables to engage prospective customers across multiple channels. SBI Card is a technology driven company.

P.S. The brand name of the company is ‘**SBI Card**’ and it is registered in the name of ‘**SBI Cards and Payment Services Limited**’. The company is trading under the entity name ‘**SBICARD**’ on stock exchanges.

CONTACTS:

SBI Card

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