

March 21, 2024

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

**The National Stock Exchange of India Limited**  
Exchange Plaza,  
Bandra-Kurla Complex.  
Bandra (E), Mumbai - 400 051

SCRIP CODE: **543066**

SYMBOL: **SBICARD**

SECURITY: **Equity Shares/Debentures**

SECURITY: **Equity Shares**

Dear Sirs,

**Re: Disclosure under Regulation 30 and 51 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release**

Pursuant to Regulation 30 and 51 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we attach herewith the copy of press release titled “SBI Card and Titan Launch Titan SBI Card”.

Kindly take the same on record.

Thanking you,

Yours faithfully,

**For SBI Cards and Payment Services Limited**

**Payal Mittal Chhabra**  
**Company Secretary & Compliance Officer**  
**Date and Time of Event: - March 21, 2024 at around 12:00 PM**  
Enclosed: As above

SBI Cards and Payment Services Ltd.

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CIN - L65999DL1998PLC093849



Press Release

## SBI Card and Titan Launch Titan SBI Card

*~Offers cardholders over INR 2,00,000 worth of benefits annually~*

*~For every approved card, a tree will be planted by Titan Company Limited and SBI Card~*

**New Delhi, March 21, 2024:** SBI Card, India's largest pure-play credit card issuer, in partnership with Titan Company Limited, a leading player in the jewellery, watches, eyewear and ethnic wear categories, has launched **Titan SBI Card** today. The one-of-its-kind shopping credit card is designed for addressing the consumers' aspirational spending needs. **Titan SBI Card** offers accelerated benefits on spends across varied lifestyle categories. With features that include cashbacks, Titan gift vouchers and Reward Points, cardholders can avail exclusive benefits of over INR 2,00,000 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.

**Titan SBI Card**, an industry-first co-brand card, offers thoughtfully curated benefits on high value spend categories such as jewellery, watches, and eyewear. The card offers 7.5% cashback on Titan in watches category; Taneira in women ethnic wear category; Titan EyePlus in eyewear category; and other non-jewellery Titan brands. The card which is also a first of its kind in the jewellery sector ensures that jewellery shopping becomes an exciting and an equally rewarding affair for customers. Cardholders are eligible for 5% cashback when they shop using **Titan SBI Card** from Mia, Caratlane, and Zoya across their offline and online stores. Additionally, upon shopping from Tanishq, they get Titan gift vouchers worth 3% value of the spends.

Speaking on the launch **Mr. Abhijit Chakravorty, MD & CEO, SBI Card** said, *"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."*

Sharing his views, **Mr. C K Venkataraman, MD, Titan Company Limited**, said, *"India is on the trajectory to become the third largest consumer market, with consumer spending growing y-o-y 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."*

What's more, it also offers many benefits to customers beyond Titan's ecosystem including travel lifestyle benefits. **Titan SBI Card** offers 8 complimentary visits to domestic airport lounges (maximum 2 visits per quarter) and 4 complimentary visits to international airport lounges (maximum 2 visits per quarter). Further, cardholders receive 6 Reward Points on every INR 100 spent on non-Titan brands including dining and other e-commerce websites.

**Titan SBI Card** is packed with many spend-based milestone benefits as well. Cardholders are eligible for spend-based fee reversal upon reaching annual spends milestone of INR 3 lakh during a card membership year. As the cardholders' cross annual spends milestones of INR 5 lakh and INR 10 lakh, they are eligible for gift vouchers worth INR 5,000 and INR 10,000 respectively of any Titan brand.

The joining and annual renewal fee of the card is INR 2,999 plus applicable taxes. The contactless card is available on RuPay as well as VISA payment platforms. Further, taking an eco-conscious approach, Titan Company Limited and SBI Card will be planting a tree for every approved card in collaboration with Grow-Trees.com.

#### Key highlights of Titan SBI Card:

- **Benefits on Titan Brands**
  - Cashback Benefits:
    - 7.5% cashback on Titan, Taneira, Titan EyePlus, and other non-jewellery Titan brands (Maximum of INR 10,000 per quarter)
    - 5% cashback on Mia, Caratlane and Zoya (Maximum of INR 10,000 per quarter)
  - Gift Vouchers
    - Titan gift vouchers of worth 3% value of spends on Tanishq (Maximum of INR 25,000 per quarter; Except on Golden Harvest Scheme transactions)
- **Annual Spends-based Milestone Benefits**
  - Renewal fee waiver of INR 2,999 upon reaching INR 3 lakh spends milestone during a card membership year
  - Gift voucher of worth INR 5,000 of any Titan brand upon reaching INR 5 lakh spends milestone
  - Gift voucher of worth INR 10,000 of any Titan brand upon reaching INR 10 lakh spends milestone
- **Welcome Gift**
  - 12,000 Reward Points upon payment of joining fee
- **Travel Benefits:**
  - 8 complimentary domestic airport lounge visits in a year (Maximum of 2 visits per quarter)
  - 4 complimentary international airport lounge visits in a year (Maximum of 2 visits per quarter)
- **Fuel Surcharge:**
  - 1% 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)





### **About SBI Card**

SBI Cards and Payment Services 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. The brand has a wide base of around 18.5 MM+ cards in force as of Q3 FY24. It has a diversified customer acquisition network that enables to engage prospective customers across multiple channels. SBI Card is a technology driven company.

The Company is listed on National Stock Exchange (“NSE”) and Bombay Stock Exchange (“BSE”).

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.

### **About Titan Company Limited:**

Titan Company Limited ("Titan"), a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO), commenced its operations in 1987 under the name Titan Watches Limited. In 1994, Titan diversified into jewellery (Tanishq) and subsequently into EyeCare. Over the last three decades, Titan has expanded into underpenetrated markets and created lifestyle brands across different product categories including fragrances (SKINN), accessories and Indian dress wear (Taneira) and thoughtfully designed Women's Bags (IRTH). Titan is widely known for transforming the watch and jewellery industry in India and for shaping India's retail market by pioneering experiential retail. Learn more about Titan on: <https://www.titancompany.in/>

For further press queries please contact:

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