

October 13, 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 gives customers added reason to celebrate with its festive offers for 2020".

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

Press Release

SBI Card gives customers added reason to celebrate with its festive offers for 2020

~ Wide range of 1000+ offers across 2000 cities to create customer delight

~ Exclusive credit card partner for Flipkart's 'The Big Billion Days' shopping festival in Oct'20

~300+ National offers; 700+ Regional & Hyperlocal offers; 900+ offers in store

~Customers can avail EMI facility at 84500 merchants & 1.3 Lakh+ stores

New Delhi, 13 Oct 2020: SBI Card, India's largest pure play credit card issuer, is all set to add to the festive cheer of its cardholders this festive season. With 1000+ offers across 2000 cities, specially curated to meet the changing trends and consumer preferences, SBI Card endeavors to bring customers a rewarding shopping experience on their festive season purchases.

The wide range of offers include 300+ national and 700+ regional & hyperlocal offers. The delightful spread of offers range across a wide set of categories such as fashion & lifestyle, electronics, mobiles, jewelry, departmental stores and travel & online marketplaces. Offers are available nationally across marquee brands such as Amazon, Brand Factory, Croma, Caratlane, Fabindia, FirstCry, Grofers, Homecentre, Samsung Mobile, Lloyds, More Hypermarket, More Supermarket, Pantaloons and Tata Cliq. These strategic partnerships will enable the customers to derive benefits across all the relevant shopping categories. Offers include attractive cashbacks as well as instant discounts ranging upto 10%.

SBI Card is also the exclusive credit card partner for Flipkart's 'The Big Billion Days' online shopping festival, one of the largest online sale events in India. SBI Card customers can avail 10% instant discount on Flipkart during the offer period, in addition to the plethora of deals on the platform, from the safety of their homes.

Commenting on the festive offers, **Mr. Ashwini Kumar Tewari, MD & CEO, SBI Card**, said "Every year our endeavor is to bring our consumers a superior experience and maximum savings on their festive shopping through carefully designed national and regional offers. This year we have curated over 1000 offers, with national and local merchants, both in store and online, across 2000 cities, to enable our cardholders enjoy great benefits across all the categories. In addition, to make festive purchases more affordable, SBI Card customers can avail EMI purchase facility at over 1.3 lakh stores. EMI at no extra cost is also available on larger ticket items with popular brands in electronics and mobiles. Through these offers, we are pleased to bring our customers a safe and rewarding shopping experience, thus adding to their celebrations."

In addition to the national offers, SBI Card has also curated several region-specific and hyperlocal offers for customers across small towns and cities. For instance, SBI Card has partnered with regional brands during the Durga Puja and Navratri festivals that will enable customers to avail great savings through cashback offers across 1100+ stores and 120+ discount offers across 17

cities. 700+ hyperlocal offers with discounts ranging from 10% to 55% have been curated across 46 cities.

Further, to ensure affordability, SBI Card customers can avail EMI facility at 84500 merchants & 1.3 Lakh+ stores. Also, EMI at no extra cost is accessible across 14 brands in electronics & mobiles categories.

The festive offers will run from October 01, 2020 to November 15, 2020.

Annexure:

Offers on various brands nationally:

Partner	Offer
Amazon	10% Instant Discount
Brand Factory	5% Instant Discount
Caratlane	5% Instant Discount
Croma	5% Cashback
Fabindia	10% Instant Discount
FirstCry	5% Instant Discount
Flipkart	10% Instant Discount
Grofers	5% Instant Discount
Homecentre	5% Cashback
Lloyds	Upto 10% Cashback
More Hypermarket	Rs 150 Cashback
More Supermarket	5% Cashback
Pantaloons	7.5% Cashback
Samsung Mobile	10% Cashback
Tata Cliq	10% Instant Discount

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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