

SBI Card Launches SimplyCLICK: A Credit Card for the Generation that is Always Online

- Inks strategic partnership with 7 of India's biggest e-commerce players to offer the most rewarding online shopping experience -

New Delhi, 15 September, 2015: SBI Card, one of India's leading credit card issuers, today announced a strategic partnership with 7 of India's biggest e-commerce players for its newest offering, the **SimplyCLICK SBI Card**. The collaboration is with the leading players in the e-commerce industry - **Amazon India, BookMyShow, Cleartrip, FabFurnish, Food Panda, Lenskart and Ola Cabs** - all front runners in their respective categories. This latest offering from SBI Card is a tailor made credit card for the generation that is always online, and comes with many features to ensure the best and most productive online shopping experience for the consumers.

The SimplyCLICK SBI Card is the country's 1st ever credit card that focuses on online shopping across diverse categories. The e-commerce sector in India is growing at an exponential pace as more and more Indians are experiencing online shopping owing to ecosystem enablers such as the ease of shopping, availability of multiple payment options and deals offered by e-commerce players. With this new product, SBI Card is poised to leverage the popularity of online shopping and e-commerce in India.

Analyzing the spending patterns and understanding the requirements of the 'always online' and 'habitual' Indian shoppers, SBI Card has innovated to develop a highly customized product that adds value to the online shopping experience with each purchase. Customers can self-serve their SimplyCLICK SBI Card accounts through technology platforms such as the SBI Card Mobile App, website and pull SMS channel.

The SimplyCLICK SBI Card will offer accelerated reward points to the tune of 5X on all online spends made by customers. Additionally, the card will offer reward points to the tune of 10X to cardholders on purchases made on partner sites. While the card offers on-going benefits via accelerated rewards, it has various annual milestones to reward customers for their loyalty and extensive online spending behavior. A customer can get up to INR 4,000 worth of vouchers by spending just INR 2 Lakh annually via the online medium. All new SimplyCLICK SBI Card will come with a nominal fee of INR 499 and will reward customers with an Amazon e-gift welcome voucher worth INR 500. The cardholders will receive reversal of the renewal fee on crossing annual spends of INR 1 Lakh.

SimplyCLICK SBI Card can also be used at all merchant outlets within India and worldwide. Extending the card's value proposition to offline retail spends, SimplyCLICK SBI Card will offer fuel surcharge waiver of 2.5% across all petrol pumps in India.

Launching the SimplyCLICK SBI Card in the presence of the strategic partners, **Mr. Vijay Jasuja, CEO, SBI Card**, said, "E-commerce is a big driver for our business and we have introduced many initiatives in the past all directed at making the consumer experience more rewarding, and making their life simple. SimplyCLICK has been inspired by the needs and aspirations of the generation that is always online. We have deep dived into the spending habits of this set of consumers to design the features of our latest card and make their online shopping experience more rewarding."

"We are extremely delighted to launch the SimplyCLICK SBI Card as it's a culmination of our efforts to address the evolving needs of the consumers and the beginning of a partnership among leading industry stakeholders aimed at offering the best to its consumers," he added.

Kishore Thota, Head of Consumer Marketing, Amazon India, said “Amazon is focused on transforming the way India buys and sells and are continually looking for ways to provide customers the best experience. We are happy to partner with SBI Card on SimplyCLICK SBI Card and provide great customer benefits from Amazon. We look forward to SimplyCLICK SBI Card customers visiting www.amazon.in and experience an easy and convenient access to over 22 million products across hundreds of categories.”

Samyukth Sridharan, President and Chief Operating Officer at Cleartrip, said, “Cleartrip is synonymous with creating seamless travel experiences, supported by a market-leading approach to mobile technology. Working with SBI Card – one of India’s leading credit card issuers – as their exclusive travel partner for SimplyCLICK, is our sign of a deeper commitment to offer greater value to the burgeoning and rapidly growing online customer base in India. Indians are increasingly turning to the web to plan and buy travel, either on their smart phones or laptops. By offering the most comprehensive air, accommodation and on-ground activities bouquet to all of SBI Card’s customer-base, Cleartrip’s success has always hinged upon being able to deliver value to the end customers, something we will continue to do moving forward.”

Ashish Garg, Co-founder, FabFurnish.com, said “E-commerce is changing the way people are shopping these days and SBI Card’s latest offering, SimplyCLICK, catches the pulse of its audience and gives them exactly what they’re looking for. This further enhances the customer experience by simplifying the shopping process. Only great things can be expected from this association.”

Saurabh Kochhar, Co-Founder, Foodpanda.com, said "It is a great opportunity for us to associate with SBI Card for their brand new offering - SimplyCLICK. Foodpanda and SBI Card have conformed to similar grounds of having forayed into this space to make life simple for our users. We both are driven towards making the customer experience more rewarding and satisfying for the end customer. I wish SBI Card all the best for the success of their new endeavor.”

Sudarshan Gangrade, Vice President - Marketing at Ola, said, “We are happy to partner with one of India's leading credit card issuers, SBI Card. A majority of our customers recharge Ola Money that is now usable across a host of merchants online, outside of Ola's offerings. With this partnership, SBI Card users will benefit from additional reward points, enhancing the value of their overall payment experience.”

About SBI Card

SBI Cards and Payment Services Private Limited (SBI Card) is a joint venture between State Bank of India and GE Capital to offer Indian consumers extensive access to a wide range of world-class, value-added payment products and services. The partners have set up two joint venture companies to develop a credit card business in India -- SBI Cards & Payment Services Pvt. Ltd., which focuses on the marketing and distribution of SBI Card and GE Capital Business Processes Management Services Pvt. Ltd., which handles the technology and processing needs of SBI Card. Visit www.sbocard.com for more details.

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