

Press Release:

**SBI Card launches the SimplySAVE Credit Card for Today's Smart Spenders**  
*- A stylish credit card designed for the new generation -*

**New Delhi, 30 March, 2015:** SBI Card, one of the leading credit card issuers, today launched its SimplySAVE SBI Card – a credit card with features designed to complement the spending habits of the credit card users of today. Inspired by the spending habits of the Young Indians, this card offers a rewarding experience while dining, watching movies or while shopping at supermarkets. The SimplySAVE card offers additional value from the very first swipe as cardholders get 2000 reward points on spending INR 2000 within 60 days of card issuance.

Today's younger generation is more spontaneous & outgoing and likes newer experiences such as trying new cuisines, enjoying new-age cinema or simply taking long drives with friends and family at the first possible excuse. The reward points structure of the SimplySAVE SBI Card has been designed to enhance such experiences.

While consumers earn 10 Reward Points per Rs.100 spent on Dining and Movies, they earn the same rewards for their Departmental Store and Grocery spends as well. Even purchases made on other categories earn the consumer 1 Reward Point for every Rs. 100 spent. The SimplySAVE SBI Card also offers upto 2.5% fuel surcharge waiver across all fuel stations across the country, adding to the savings.

The card has been designed to maximise savings for users while they continue with their spending patterns. Created using a unique 'Mandala' (a symbolic representation of the Universe) design in blue, the card face depicts a whole universe of savings. The appearance of the card is contemporary and stylish catering to the style and aspirations of today's credit card users.

**Announcing the launch of the SimplySAVE card, Mr. Vijay Jasuja, CEO, SBI Card,** said, "We realized that today's generation is aspirational and looks towards experiencing new things with enthusiasm and excitement. Their needs and spending patterns have evolved with time. Keeping this in mind, we designed a smart product that resonates with their lifestyle and aspirations while taking care of their savings and enhancing their lifestyle. We are confident that the smart spenders of today will appreciate the new SimplySAVE SBI Credit Card and what it can do for them."

The card will come with a zero add-on fee and the option of automatic reversal of the annual fee on annual spends of INR 75,000 or more

**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.sbicard.com](http://www.sbicard.com) for more details.

**For further information please contact:**

**SBI Card**

Smriti Kulkarni – [smriti.kulkarni@ge.com](mailto:smriti.kulkarni@ge.com)

**Perfect Relations for SBI Card**

Devaki Adhikari

9891635431 | [dadhikari@perfectrelations.com](mailto:dadhikari@perfectrelations.com)