



SBI Card and IRCTC launch co-branded contactless credit card on RuPay platform

- ***Upto 10% value back on AC tickets purchased at irctc.co.in; 350 activation bonus reward points; benefits on travel, retail, dining and entertainment***
- ***Equipped with NFC technology enabling customers to 'Tap and Pay'***
- ***Strengthens SBI Card portfolio on RuPay platform***

Mumbai, July 28, 2020: SBI Card and Indian Railway Catering and Tourism Corporation Ltd (IRCTC) today launched the IRCTC SBI Card on RuPay platform. Designed to reward frequent railway travellers, the card offers travellers on Indian railways maximum savings proposition on their travel, together with superior benefits on retail, dining and entertainment, besides transaction fee waivers.

Cardholders of IRCTC SBI Card on RuPay platform receive upto 10% value back on AC1, AC2, AC3, AC CC bookings made at IRCTC website. The card also offers a 1% transaction fee waiver and 350 Bonus Reward Points upon card activation. Reward points accumulated on the card can be redeemed against free tickets on IRCTC website.

The card is equipped with Near Field Communication (NFC) technology. Customers can simply tap their cards at a secure reader for convenient, secure and faster transactions.

With this launch, SBI Card has expanded its portfolio on the RuPay network.

Commenting on the occasion, **Mr Rajnish Kumar, Chairman, State Bank of India**, said, "The market of frequent rail travellers in India is vast and there is huge potential for credit cards catering exclusively to the needs of such travellers. IRCTC SBI Card, launched in 2006, is one the best performing travel products from SBI Card. With the launch of this flagship product onto the indigenous RuPay network, a wider audience will be able to avail of the strong value proposition offered by the card. With this launch, SBI Card once again reaffirms its commitment to bring consumers secure, value added, cashless payment solutions."

Mr. Dinesh Kumar Khara, MD, GB & S, State Bank of India said, "Three iconic Indian brands have come together to launch IRCTC SBI Card on the fast growing, indigenous RuPay network. IRCTC SBI Card is the only credit card in with partnership IRCTC. Introduction of this marquee



product now on RuPay platform will bring a powerful, one stop payment solution to a user base, which frequently travels through the Indian Railway's vast network. It is a well-established fact that SBI Card has the largest, most diverse co-brand card portfolio in Indian credit card market. This launch will augment the travel card portfolio further."

According to **Mr. Hardayal Prasad, MD & CEO, SBI Card**, "IRCTC SBI Card is one of our flagship offerings and is the only credit card in partnership with IRCTC. We are pleased to partner with RuPay to extend the IRCTC SBI Platinum card on their platform. Packed with compelling benefits and targeted at a vast audience of frequent railway travellers, this card strengthens our portfolio on the RuPay platform. In an environment where social distancing is the new normal, this new contactless card enables consumers to transact safely and securely online, and at POS (point of sale) by using Tap and Pay. Our consistent endeavour is to offer a differentiated and customised experience to diverse cardholder segments and with this launch we now hope to fulfil needs of a larger segment"

Commenting on the partnership, **Mr. M.P. Mall, Chairman and Managing Director, IRCTC** said, "IRCTC is one of the most widely used travel portals in the country and operates around 72% of the reserved train ticket bookings business in India. This partnership with SBI Card adds another feather in our cap with its launch and extends another Co-Branded Credit Card / Loyalty programme on RuPay Platform. It is aligned with our vision to simplify train ticket booking for frequent railway travellers. IRCTC's biggest strength, i.e., traffic and its loyal customer base, combined with RuPay's increasing popularity / market share and SBI Card's Digital capabilities will be a great match and has a huge potential to reach a large segment of cardholders through this tie-up."

Mr. Dilip Asbe, MD & CEO of National Payments Corporation of India (NPCI) said, "We are pleased to be associated with SBI Card and IRCTC for the innovative IRCTC SBI Card on RuPay platform. We believe this card would enable RuPay customers save significantly on their rail travels along with purchases in the lifestyle segment. With RuPay's increasing market share and gaining popularity among Indian customers, the IRCTC SBI Card on RuPay platform is yet another step to provide RuPay users a delightful shopping experience"

In addition to savings on rail travel, the IRCTC SBI card offers several benefits for online shoppers. Customers can avail attractive discounts while shopping at BigBasket, OXXY, foodfortravel.in, Ajo, etc. From wellness to entertainment, RuPay offers exciting benefits to customers such as 20% discount on medicines on Medlife, 25% off on Fitternity, Re.1 for 1 Month Hungama Music, Rs. 250 off on Me N Moms, to name a few. RuPay is also offering welcome benefits to its customers like



upto 40% discount on pathology and 18% off on buying medicines from 1Mg, 10% fee waiver on any UpGrad course, Rs. 250 off on shopping at The Man Company and 10% discount each on Mamaearth and Apollo Pharmacy.

To further provide an all-round shopping experience to the customers RuPay is offering 10% discount while shopping at Carlton, Aristocrat, VIP, Skybag and Caprese. RuPay Cardholders will also get upto Rs. 300 off on Myntra, 15% discount on Cuemath, 25% off on Bata, 10% off on ordering in train from Rail Recipe and 50% off on All Test Series by Adda247

Highlights of IRCTC SBI Card on RuPay platform

- Upto 10% value back on AC1, AC2, AC3, AC CC bookings made at irctc.co.in
- 1 % transaction fee waiver on bookings made through IRCTC website
- 350 activation bonus reward points
- Discounts on ecommerce sites such as BigBasket, OXXY, foodfortravel.in, Ajo
- Redemption of reward points on IRCTC website for free tickets
- Tap and pay using contactless card
- 1% fuel surcharge waiver

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 and operates through over 145 locations in India. SBI Card is based on the value proposition of “Make Life Simple” for its consumers It has diversified customer acquisition network that enables to engage prospective customers across multiple channels. SBI Card is a technology driven company. Visit www.sbicard.com for more details.

About IRCTC

Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) is a “Mini Ratna (Category-I)” Central Public Sector Enterprise under Ministry of Railways, Government of India has been set up with the basic purpose of hiving off entire railway hospitality, catering, travel and tourism activity of the railways to the new Corporation so as to professionalize and upgrade these services with best practices of the industry. All the existing and new services launched by IRCTC is a part of its commitment to the Digital India initiatives and aims to ensure an easy, convenient and improved travel experience for passengers.

About NPCI

National Payments Corporation of India (NPCI) was incorporated in 2008 as an umbrella organization for operating retail payments and settlement systems in India. NPCI has created a robust payment and settlement infrastructure in the country. It has changed the way payments are made in India through a bouquet of retail payment products such as RuPay card, Immediate Payment



Service (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), BHIM Aadhaar, National Electronic Toll Collection (NETC Fastag) and Bharat BillPay. NPCI also launched UPI 2.0 to offer a more secure and comprehensive services to consumers and merchants.

NPCI is focused on bringing innovations in the retail payment systems through use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payments solutions with nationwide accessibility at minimal cost in furtherance of India's aspiration to be a fully digital society.

For more information, visit: <https://www.npci.org.in/>

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