



## LIC CSL launches Co-branded RuPay Credit Cards powered by IDBI Bank 'Lumine' and 'Eclat'

*With 4 years validity, both cards come with hosts of benefits including 2X Rewards Points on LIC Renewal Premium Payments*

**Mumbai –29 July 2021:** LIC Cards Services Limited (LIC CSL) and IDBI Bank partners to launch two variants of co-branded RuPay Credit Cards - LIC CSL 'Lumine' Platinum Credit Card and LIC CSL 'Eclat' Select Credit Card powered by IDBI Bank. Initially, the card variants are targeted to LIC Policyholders, LIC Agents, and Employees of LIC of India and its Subsidiaries/Associates. The cards come with a host of attractive benefits for the customers. Lumine and Eclat cardholders may enjoy the best-in-class credit limit to suit their lifestyle. Cardholders will earn 3 delight points on every spend of Rs. 100 through Lumine card and 4 delight points on Eclat card. These cards offer special benefit of 2X reward points while paying renewal insurance premium of LIC.

Lumine and Eclat Cardholders will earn 1000 and 1500 Welcome Bonus Delight Points respectively on spending Rs. 10,000 within 60 days from the date of card issuance. The cards come with attractive Insurance Coverage viz. Air Accident Insurance Cover, Personal Accident/ Permanent Disability cover, Credit Shield Cover, and Zero Lost Card Liability.

Along with the benefit of 1% fuel surcharge waiver on transactions of Rs. 400 onwards, both cards have the facility for its users to convert their transactions of over Rs. 3000 to EMI with zero processing and foreclosure fee. They can choose their EMI tenure options of 3, 6, 9 or 12 months as per their requirement. The Eclat cardholders will also get complimentary lounge access at Domestic and International Airports. Both the cards come with a validity of 4 years and interest free credit period of up to 48 days.

As part of the 'welcome aboard' offer, the cards are also offering various attractive merchant discount offers for its initial customers.

**Shri. Rakesh Sharma, MD & CEO of IDBI Bank said,** "We are glad to be partners with LIC CSL and RuPay, for an innovative credit product that offers an array of benefits to our customers with a focus on health, entertainment, travel, and various beneficial reward points. We aim to elevate the experience of credit card expenditure towards a holistic benefit for our customers."

**Shri. Rakesh Kumar, CE of LIC CSL said,** "We are delighted to partner with IDBI and RuPay for the launch of LIC CSL Credit Cards viz LUMINE and ECLAT. We aim to enhance the value of digital transactions by providing a variety of benefits/cards thereby saving time and cost of transactions for both buyer and recipient. LIC CSL have a vision to be the top Brand in Cards and Digital Payments, catering to all segments with geographical spread across the Country.



**Mr. Dilip Asbe, MD & CEO, NPCI said,** “We are happy to collaborate with LIC CSL and IDBI Bank to launch Lumine and Eclat co-branded credit cards on the RuPay network. These cards are designed to offer a rewarding shopping experience to the customers with comprehensive privileges. We believe that this partnership will add more value to customers’ day-to-day spends and purchases. It is our constant endeavour at NPCI to offer renewed transactions experience for all our customers while using their RuPay cards.”

**About LIC CSL:**

LIC Cards Services Ltd., (LIC CSL) was incorporated on 11<sup>th</sup> November 2008 as a wholly owned subsidiary of LIC of India. The objective of the Company is to provide Payment Products including Credit Card, Gift Card, Meal Card, Cash Card etc. LIC Credit Card offers a convenient and alternate mode of premium payment. LIC CSL engages City Sales Manager, Chief Card Services Advisors and Sales Representatives to market its products. The unique features of LIC Cards include life time free Products and attractive reward points program.

**About IDBI Bank:**

IDBI Bank Ltd, is a full service universal bank, providing a wide gamut of financial products and services encompassing deposits, loans, payment services and investment solutions. It is committed to understanding its customers’ needs and aims at consistently delivering relevant financial solutions and excellent customer service. Understanding today’s fast - paced and digital world, the Bank offers an innovative range of digital services that complement our pan-India network of branches and ATMs. Customers can also reach out to the Bank through our 24x7 customer care facilities. IDBI Bank strives to provide customers with the best possible combination of safety, convenience and innovation in all of our financial products and services.

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**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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