

NPCI launches Yatra SBI Card co-branded Contactless Credit Card on RuPay network

Mumbai - March 02, 2022: National Payments Corporation of India (NPCI) has partnered with Yatra.com and SBI Card to launch a one-of-its-kind co-branded 'Yatra SBI Card' on the RuPay network. This holiday-cum-shopping credit card is set to delight travellers and holiday lovers with exclusive travel benefits on booking flights and hotels which would be applicable 6 times a year. As a welcome onboarding gift, users of this card are entitled to Yatra.com vouchers worth INR 8,250. They can use this voucher to book flight tickets, hotel reservations, and the likes from Yatra.com.

The card would provide unmatched travel, holiday, and shopping options for Indian travellers. By using the new card, travellers will get 6 reward points per INR 100 spent on departmental stores, grocery, dining, movies, entertainment, and international travel.

Comes with a complimentary air accident cover of INR 50 lakh, the card also offers 1% fuel surcharge waiver to the customers. There is also an additional feature of an annual fee waiver if the customer spends over INR 1 lakh in a year using this card.

Mr. Rama Mohan Rao Amara, MD & CEO, SBI Card said, "The launch of Yatra SBI Card on RuPay platform is another step towards strengthening our portfolio presence on the RuPay network. This card is one of the most compelling offerings from our robust travel card portfolio, designed to provide unmatched benefits to our customers. By virtue of RuPay's extensive reach, customers will be able to access a wider payment network, increasing ease and convenience for them as they globetrot."

Ms. Praveena Rai, COO, NPCI said, "We are glad to associate with Yatra, SBI Card and JCB to launch this contactless credit card on RuPay's expansive network. We believe this card will emerge as the ultimate travel companion for customers and offer a rewarding travel experience to millions of customers. It is great to witness RuPay progressively establishing itself as a modern, contemporary and youthful brand by offering customised value propositions backed up with its cutting-edge technology. With its issuances and market share gradually increasing, we aim to have all the key issuers of credit cards live on RuPay in the days to come."

Mr. Manish Amin, Co-Founder & CIO - yatra said, "In the digitized world, benefits from financial cards are essential for the consumers wherein benefits need to be diverse and should cover maximum requirements for them. At Yatra.com, over the years, we have been building to maximize and provide unmatched travel and holiday options for Indian travelers, which also take care of their medical and experiential benefits. With the Yatra SBI Card, travelers can avail welcome gift vouchers, travel benefits, reward points, among others. It will also include access to fee waivers, fuel surcharge waivers and complimentary accident coverage. With travel confidence building in the country, these benefits have been aligned with our partner company to provide consumers with value offerings at attractive price points catering to the demand."

About Yatra Online, Inc.:

Yatra Online, Inc. is the ultimate parent company of Yatra Online Limited (Formerly known as Yatra Online Private Limited) whose corporate office is based in Gurugram, India and is India's leading corporate travel services provider with over 700 large corporate customers and one of India's leading online travel companies and operates the website <https://www.yatra.com/>. The company provides information, pricing, availability, and booking facility for domestic and international air travel, domestic and international hotel bookings, holiday packages, buses, trains, in city activities, inter-city and point-to-point cabs, homestays and cruises. With approximately 94,000 hotels and homestays contracted in approximately 1,400 cities across India as well as more than 2 million hotels around the



world, the company is India's largest platform for domestic hotels. The company recently launched a freight forwarding business called *Yatra Freight* to further expand its corporate service offerings.

About SBI Card

SBI Cards and Payment Services Limited 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. The brand has a wide base of over 13 million cards in force as of Q3 FY22. 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.

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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 is focused on bringing innovations in the retail payment systems through the 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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