



BOBCARD Limited Launches Corporate Credit Card on RuPay network

This UPI-enabled Credit Card Offers host of exclusive rewards and benefits to corporate clients

Mumbai, February 14th, 2024: BOBCARD Limited (**Formerly known as BOB Financial Solutions Limited**), a wholly-owned subsidiary of Bank of Baroda, and National Payments Corporation of India (NPCI) today announced the launch of Corporate Credit Card on RuPay Network. The card comes loaded with a plethora of benefits for the corporates for varied use cases and convenience of linkage with UPI through any UPI-enabled apps.

The cardholders can look forward to a luxurious travel experience, including complimentary lounge access and fuel surcharge waiver. The Corporate Credit Card also has complimentary personal accidental death insurance cover for its cardholders. The attractive rewards program further makes this credit card a valuable financial solution for various business transactions.

Speaking on the announcement, Mr. Ravindra Rai M, Deputy Managing Director, BFSL, said, "We are happy to launch our Corporate Card on the RuPay network. This launch further deepens our partnership with NPCI, and brings the convenience of UPI transactions to our Corporate customers. I'm sure that our valuable customers will find a well-designed and relevant payment instrument in the form of their BOBCARD RuPay Corporate Card. We look forward to catering to the Travel & Entertainment (T&E) and other payment needs of our Corporate customers."

Commenting on the launch, Ms. Praveena Rai, Chief Operating Officer, NPCI, said, "We are delighted to collaborate with BOBCARD Limited in launching its Corporate Credit Card on the RuPay network. This initiative empowers cardholders with the convenience of UPI-enabled corporate credit cards coupled with enticing rewards. Moreover, this development will further enhance credit card penetration in the country, thereby contributing to the overall growth and development of the economy."

About BOBCARD Limited:

BOBCARD Limited (**Formerly known as BOB Financial Solutions Limited**) was established in the year 1994. It is a Non-Banking Financial Company, wholly owned by Bank of Baroda. The Company's primary business is in credit cards with its key differentiator being simple, easy-to-understand products that are fairly priced, efficiently serviced, and can easily be availed through a digital-all application process. A pioneer in the space of credit cards, BOBCARD Limited offers an array of products catering to all segments of customers including Shopping Cards, Travel Cards, Card for Defense Personnel, Cards for Professionals like ICAI, ICMAI & ICSI, co-branded cards with HPCL, Snapdeal, IRCTC, Premium Lifestyle cards like Eterna, Premier, and more such exciting variants. It is leveraging state-of-the-art technology to provide unique payment solutions to its customers.

For more information, visit www.bobfinancial.com

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), Aadhaar Enabled Payment System (AePS), National Electronic Toll Collection (NETC) 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 payment 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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