



IndusInd Bank Launches 'Samman RuPay Credit Card' for Government Employees

Combining UPI flexibility with exclusive benefits for a seamless banking experience

Mumbai, Jan 09, 2024: IndusInd Bank today announced the launch of the UPI-enabled 'IndusInd Bank Samman RuPay Credit Card', in collaboration with National Payments Corporation of India (NPCI). This credit card is specially designed for government sector employees with an aim to provide them with a range of exclusive benefits and enhance their overall banking experience.

The IndusInd Bank Samman RuPay Credit Card is a testament to the Bank's commitment to innovation and customer-centricity. It uniquely blends the benefits of a traditional credit card with the advanced features of UPI, creating a seamless financial tool. The card offers a plethora of advantages, including cashback on diverse expenditures, complimentary movie tickets, no charges on cash advances, and waivers on surcharges for transactions done through IRCTC and fuel purchases. These features are not only designed to provide financial incentives but also to simplify and enrich the day-to-day transactional experience of government employees.

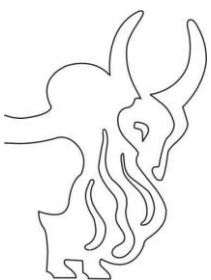
Elaborating on this significant launch, **Mr. Soumitra Sen, Head – Consumer Banking and Marketing, IndusInd Bank, said,** "We are delighted to launch IndusInd Bank Samman RuPay Credit Card for all government sector employees with an aim to offer a superior value and convenience to them. We understand their requirements and have crafted this credit card to provide a seamless and rewarding experience, strengthening our presence within this segment and solidifying our position as their preferred banking partner."

Speaking on the announcement, **Ms. Praveena Rai, Chief Operating Officer, NPCI** said, "We are pleased to partner with IndusInd Bank to introduce a novel solution on RuPay's robust and expansive network, tailored to meet the specific needs and requirements of government sector employees. This significant collaboration reflects our commitment to providing user-friendly and cutting-edge payment experiences to all consumer segments. Moreover, linking of RuPay Credit Cards with UPI opens a multitude of convenient payment options for cardholders.

The benefits attached to this card are designed to enhance the payment experience through UPI on credit card while providing the users with a rewarding credit card experience.

About IndusInd Bank:

IndusInd Bank Limited commenced its operations in 1994 catering to the needs of consumer and corporate customers. Since its inception, the Bank has redefined the banking experience for its customers including various government entities, PSUs, retail and large corporations. As on September 30, 2023, IndusInd Bank has a customer base of approx. 37 million, with 2631 Branches/Banking Outlets and 2903 ATMs spread across geographical locations of the country and covering 1,43,000 villages. The Bank has representative offices in London, Dubai and Abu Dhabi. The Bank believes in driving its business through technology that supports multi-channel delivery capabilities. It enjoys clearing bank status for both major stock exchanges BSE and NSE and settlement bank status for NCDEX. It is also an empanelled banker for MCX.





RATINGS

Domestic Ratings:

- CRISIL AA + for Infrastructure Bonds program/Tier 2 Bonds
- CRISIL AA for Additional Tier 1 Bonds program
- CRISIL A1+ for certificate of deposit program / short term FD program
- IND AA+ for Senior bonds program/Tier 2 Bonds by India Ratings and Research
- IND AA for Additional Tier 1 Bonds program by India Ratings and Research
- CARE A1+ for Certificate of Deposits

International Ratings:

- Ba1 for Senior Unsecured MTN programme by Moody's Investors Service

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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) 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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