

July 19, 2024

The BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
SCRIP CODE: **543066**

The National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra-Kurla Complex.
Bandra (E), Mumbai - 400 051
SYMBOL: **SBICARD**

SECURITY: **Equity Shares/Debentures**

SECURITY: **Equity Shares**

Dear Sirs,

Re: Disclosure under Regulation 30 and 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Newspaper Publication

Pursuant to Regulation 30 and 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith copies of newspaper publication published in all editions of 'Business Standard' (English and Hindi), on July 19, 2024, in compliance with the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014 and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, relating to notice of the 26th Annual General Meeting and Information on E-voting and other related information.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For SBI Cards and Payment Services Limited

Payal Mittal Chhabra
Company Secretary & Compliance Officer
Date of Event: - July 19, 2024; Time: - NA

SBI Cards and Payment Services Ltd.

DLF Infinity Towers, Tower C,
12th Floor, Block 2, Building 3,
DLF Cyber City, Gurugram - 122002,
Haryana, India

Tel.: 0124-4589803
Email: customercare@sbicard.com
Website: sbicard.com

Registered Office:
Unit 401 & 402, 4th Floor, Aggarwal Millennium Tower,
E 1,2,3, Netaji Subhash Place, Wazirpur, New Delhi - 110034
CIN - L65999DL1998PLC093849

Panchayat most watched Hindi web series in H1CY24

Film *Chamkila* attracted maximum eyeballs; non-fiction shows saw surge

VANITA KOHLI-KHANDEKAR
June 18 July

The third season of Amazon Prime Video's *Panchayat*, *Heeramandi* (Netflix) and *Indian Police Force* (Prime) are the three most watched original streaming shows in Hindi. *Amar Singh Chamkila*, *Murder Mubarak* (both Netflix), and *Ae Watan Mere Watan* (Prime Video) are the three most-watched original Hindi films on streaming. *B&B*, *Bulji and Bhairava* (Prime), *90s A Middle-Class Biopic* (ETV Win) and *Ms Perfect* (Disney+Hotstar) are on the list for most watched Telugu shows/films and *Inspector Rishi* (Prime), *Heartbeat*, *Uppu Puli Kaaram* (Disney+Hotstar) for Tamil.

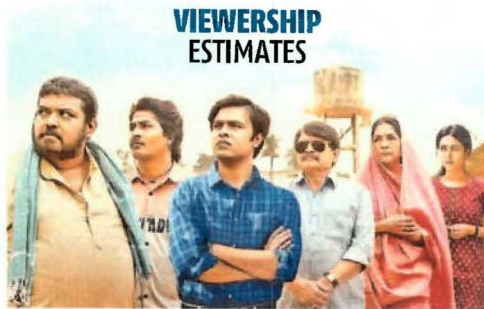
That and more is what Ormax Media's Streaming originals in India - Mid Year Review - released on Thursday this week reveals.

The report looks at the top original shows and films released from January to June 2024 on three parameters: viewership, marketing buzz, and content strength.

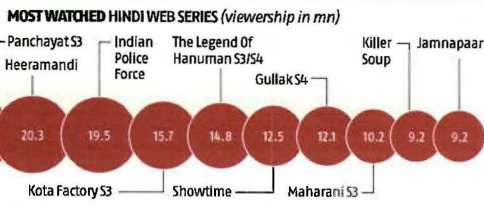
Viewership is estimated using primary research conducted among audiences across India at a weekly level, projected to the OTT universe. This adds up to about 60,000 people in a year, says Shalish Kapoor, CEO, Ormax Media. This is a jump of 20,000 as the Telugu and Tamil markets was added this year.

The lists of the most liked shows or the ones with more buzz differ somewhat but the essential trend remains the same.

For instance, though *Heeramandi* is number three in the list of most watched shows, it slips to number eight in the list of most liked shows. Non-fiction continues to grow with the most watched unscripted show, *Bigg Boss OTT S3* getting more than half the viewership that *Panchayat (S3)* got. The worrying part for storytellers and studios is the decline in fiction. The most watched fiction shows this year have lesser viewership compared to the most watched in 2023. The most watched Hindi original in 2023, *Razd* (Amazon Prime Video) was watched by 37.1 million people. *Panchayat S3* was watched by 28.2 million people. This despite a larger sample capturing the data.



VIEWERSHIP ESTIMATES



MOST WATCHED TELUGU SHOWS/FILMS (viewership in mn)

B&B: Bulji and Bhairava	4.9
#90's - A Middle Class Biopic	3.8
Miss Perfect	3.1
Special Investigation Team	2.8
Bhamakalapam 2	2.7



MOST WATCHED TAMIL SHOWS/FILMS (viewership in mn)

Inspector Rishi	4.9
Heart Beat	3.3
Uppu Puli Kaaram	2.9
Pon Ondru Kanden	2.4
MasterChef India Tamil S2	1.5

Source: Ormax Media

TECH DIGEST
mybs.in/tech

Apple denies using YouTube videos for training AI

HONOR 200 SERIES WITH AI-POWERED FEATURES LAUNCHED

China's Honor has launched its 200 series smartphones - Honor 200 and Honor 200 Pro - in India. These smartphones offer artificial intelligence-powered features like Magic Portal, which the company said would enhance user's interaction with the handset by understanding messages and guiding them to relevant apps.

Apple denies using YouTube videos for training AI

Apple has clarified that its artificial intelligence features, which it calls Apple Intelligence, are not powered by the company's OpenAI AI model. This comes after a report suggested that many tech giants, including Apple, Nvidia and Amazon-backed Anthropic, used material from thousands of YouTube videos to train their AI models. Earlier, in a research paper, Apple had said that it uses "publicly available data" from the web using its web-crawler AppleBot for Apple Intelligence training.

DYSON'S ONTRAC HEADPHONES OFFER CUSTOMISABLE DESIGN

Singapore-based tech company Dyson, known for its household appliances, has launched its maiden high-fidelity headphones called Dyson OnTrac. The audio-only headset can be customised with interchangeable caps and cushions for a more personalised experience.

SBI CARDS AND PAYMENT SERVICES LIMITED

CIN: L65999DL1998PLC093849; Website: www.sbicard.com
E-mail ID: investor.relations@sbicard.com

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Corporate Office: 2nd Floor, Tower-B, Infinity Towers, DLF Cyber City, Block 2 Building 3, DLF Phase 2, Gurugram, Haryana 122 002, India; Phone: +91 (124) 458 9803

NOTICE OF THE 26th ANNUAL GENERAL MEETING AND E-VOTING INFORMATION

Notice is hereby given that the 26th Annual General Meeting (AGM) of the Members of SBI CARDS AND PAYMENT SERVICES LIMITED ("the Company") will be held on **Friday, August 9, 2024 at 11:00 A.M (IST)** through Video Conferencing (VC) / Other Audio Visual Means ("OAVM") in compliance with all the applicable provisions of the Companies Act, 2013 ("the Act") and the Rules made thereunder and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") read with General Circular No. 09/2023 dated September 25, 2023, General Circular No. 10/2022 dated December 28, 2022, General Circular No. 2/2022 dated May 5, 2022, General Circular No. 21/2021 dated December 14, 2021, General Circular No. 19/2021 dated December 08, 2021, General Circular No. 02/2021 dated January 13, 2021, General Circular No. 20/2020 dated May 5, 2020, General Circular No. 17/2020 dated April 13, 2020 and General Circular No. 14/2020 dated April 8, 2020 and other circulars in this regard, issued by the Ministry of Corporate Affairs (collectively referred to as "MCA Circulars"), and the Securities and Exchange Board of India ("SEBI") Circular No. SEBI/HO/CFD/CFD-POD-2/P/CIR/2023/167 dated October 07, 2023, Circular No. SEBI/HO/CFD/PoD-2/P/CIR/2023/4 dated January 5, 2023, Circular No. SEBI/HO/CFD/CMD2/CIR/P/2022/62 dated May 13, 2022, Circular No. SEBI/HO/CFD/CMD2/CIR/P/2021/11 dated January 15, 2021 and Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated May 12, 2020 and other circulars in this regard, issued by SEBI to transact the business as set out in the Notice of AGM dated July 16, 2024.

In compliance with the aforesaid circulars of MCA and SEBI, the Notice of the AGM and the Integrated Annual Report for the financial year 2023-24 comprising Financial Statements, Board's Report, Auditor's Reports and other documents required to be attached thereto, have been sent by e-mail only, on July 18, 2024 to all those Members of the Company whose e-mail addresses are registered with the Company/Depository Participant(s)/Depositories/Registrar & Transfer Agents of the Company. The aforesaid documents are also available on the website of the Company at <https://www.sbicard.com/en/who-we-are/annual-reports.page> and at the relevant sections of the websites of the stock exchanges on which the shares of the Company are listed i.e. BSE Ltd. (www.bseindia.com) and National Stock Exchange of India Ltd. (www.nseindia.com), and on the website of National Securities Depository Limited i.e. www.evoting.nsdl.com.

Pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Companies (Management and Administration) Rules, 2014 (as amended) and Regulation 44 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended) and the MCA and SEBI Circulars, the Company is holding its Annual General Meeting (AGM) through Video Conferencing (VC) / Other Audio Visual Means ("OAVM"). For the said purpose, the Company has engaged the service of National Securities Depository Limited (NSDL) for conducting AGM through VC / OAVM. Further, NSDL has also been engaged for facilitating e-voting to enable the Members to cast their votes electronically using remote e-voting system as well as e-voting during the AGM through its e-voting system at <https://www.evoting.nsdl.com>. The information and instructions for Members attending the AGM through VC / OAVM are explained in Notes to the Notice of AGM. The Members attending the AGM through VC / OAVM will be counted for the purpose of ascertaining the quorum under Section 103 of the Act.

The remote e-voting facility will be available during the following voting period:

Commencement of remote e-voting : Tuesday, August 06, 2024 (10.00 A.M. IST)
End of remote e-voting : Thursday, August 08, 2024 (5.00 P.M. IST)

A person whose name is recorded in the Register of Members or in the Register of Beneficial Owners maintained by the Depositories as on the cut-off date i.e., Friday, August 2, 2024, shall only be entitled to avail the facility of remote e-voting, participation in the AGM through VC/OAVM or e-voting at the AGM. The remote e-voting will not be allowed beyond the aforesaid date and time as the same shall be disabled by NSDL for voting thereafter.

The facility for electronic voting system, shall also be made available at the AGM. The Members attending the AGM, who have not cast their votes through remote e-voting and are otherwise not barred from doing so, shall be able to exercise their voting rights at the AGM. The Members who have already cast their votes through remote e-voting may attend the meeting but shall not be entitled to cast their votes again at the AGM.

Any person, who acquires shares of the Company and becomes member of the Company after dispatch of the notice and holding shares as on the cut-off date, may obtain the login ID and password by sending a request at evoting@nsdl.com.

If you are already registered with NSDL for remote e-voting then you can use your existing user ID and password / PIN for casting your vote. If you forgot your password, you can reset your password by using 'Forgot User Details / Password' or 'Physical User Reset Password' option available on www.evoting.nsdl.com or contact NSDL or call on: 022 - 4886 7000. The shareholders (including individual demat account holders) are requested to follow the process mentioned in Notes to Notice of AGM.

The process for registration of email addresses/other details is as under:

- i) **For Temporary Registration:**
Pursuant to relevant circulars the shareholders who have not registered their e-mail address and in consequence the notice could not be serviced may temporarily get their e-mail address registered with the Company's Registrar and Share Transfer Agent, Link Intime India Pvt. Ltd. through the link: https://linkintime.co.in/EmailReg/Email_Register.html and follow the registration process as guided thereafter. Post successful registration of the e-mail, the shareholder would receive soft copy of the Notice of AGM and the Integrated Annual Report for the financial year 2023-24 comprising Financial Statements, Board's Report, Auditor's Reports and other documents required to be attached therewith and the procedure for e-voting along with the User ID and Password to enable e-voting for the AGM from NSDL. In case of any queries relating to the registration of e-mail address, shareholder may write to mt.helpdesk@linkintime.co.in and for e-voting related queries you may write to NSDL at evoting@nsdl.com.
- ii) **For Permanent Registration:**
It is clarified that for permanent registration of e-mail address, the Members are requested to register their e-mail address:
 - in respect of demat holdings with the respective Depository Participant (DP) by following the procedure prescribed by the Depository Participant.
 - in respect of physical holding with Company's Registrar and Transfer Agents i.e. Link Intime India Pvt. Ltd. by sending a request in the prescribed form.
- iii) **Registration of Bank Details:**
Please contact your Depository Participant (DP) and register your email address and Bank account details in your demat account, as per the process advised by your DP. In case of physical holding, please contact the RTA of the Company i.e. Link Intime India Pvt. Ltd.

In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of www.evoting.nsdl.com or call on 022 - 4886 7000 or send a request at evoting@nsdl.com or contact Ms. Pallavi Mhatre, Senior Manager, National Securities Depository Limited, Trade World, 'A' Wing, 4th Floor, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013, at the e-mail id - evoting@nsdl.com, who will also address the grievances connected with the voting by electronic means.

For SBI Cards and Payment Services Limited

Date: July 18, 2024
Payal Mittal Chhabra
Company Secretary and Compliance Officer
Place: Gurugram

BUDGET INSIGHT OUT
2024-25

THE INDIA STORY

The 2000 Budget presented the roadmap for growth of the Indian IT industry.

50 years of covering the India story.

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