

September 29, 2021

The BSE Limited
Corporate Relationship Department.
P J. Towers.
Dalal Street, Fort
Mumbai - 400 001

The National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex.
Bandra (E), Mumbai - 400 051

SCRIP CODE: **543066**

SYMBOL: **SBICARD**

SECURITY: **Equity Shares/Debentures**

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Dear Sirs,

Re: Disclosure under Regulation 30 and 51 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Pursuant to Regulation 30 and 51 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we attach herewith the copy of press release titled "SBI Card Announces Festive Offer 2021 'DUMDAAR DUS'".

Kindly take the same on record.

Thanking you,

Yours faithfully,

For SBI Cards and Payment Services Limited



Payal Mittal Chhabra
Company Secretary & Compliance Officer

Enclosed: As above

SBI Cards and Payment Services Ltd.

(Formerly known as SBI Cards and Payment Services Pvt. Ltd.)

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CIN - L65999DL1998PLC093849

Press Release

SBI Card Announces Festive Offer 2021 'DUMDAAR DUS'

~Mega Benefits on Online Shopping from 3rd October 2021 ~

~ Customers can avail 10% cashback for online shopping on 'any' domestic e-commerce site ~

~ Plans to launch digital campaign featuring actor Jaaved Jaaferi ~

New Delhi, 29 September 2021: In a move to double the joy this festive season for its cardholders, [SBI Card](#), India's largest pure-play credit card issuer, has announced launch of the three-day mega shopping festive offer 2021, 'Dumdaar Dus', starting 3 October 2021. During this one-of-its-kind online shopping festival, SBI Card retail cardholders will have the freedom to shop online on any domestic e-commerce site, and not be restricted to just one or two, to avail the 10 per cent cashback. Importantly, in line with the growing popularity of EMI transactions, the offer will also be available on online merchant EMI transactions.

SBI Card continuously brings exceptional offers, designed to enhance the overall shopping experience of its valued customers. With festive offer 2021 'Dumdaar Dus', SBI Card is set to take this experience to the next level, as it will empower customers to shop from 'any' domestic e-commerce site they prefer. Customers will be able to purchase a wide variety of products, including, Mobiles and Accessories, TV & Large Appliances, Laptops and Tablets, Home Furnishing and Kitchen Appliances, Fashion and Lifestyle, Sports and Fitness, among many others, and receive the cashback. The offer will not be applicable on online spends at some categories such as, insurance, travel, wallet, jewellery, education, healthcare, utility merchants etc.

Commenting on the SBI Card Festive Offer 2021, **Rama Mohan Rao Amara, Managing Director and CEO, SBI Card**, said, "We rely on and harness the power of data analytics to sharpen our propositions. Over a period, we have observed that increasing number of our cardholders are shopping online, across wide range of platforms and product categories, especially during the festive period. As a customer-centric organization, we continuously look at ways to bring exceptional benefits, in line with evolving needs of our customers. SBI Card festive offer 2021, is one more such thoughtful initiative to add to the positivity and the festive cheer. Through this offer, we also aim to reiterate our brand commitment to offer our cardholders convenient, seamless, and secure payment solutions, anywhere, anytime."

To amplify its Festive Offer 2021, SBI Card plans to launch a digital campaign featuring actor Jaaved Jaaferi who accentuates the brand message effortlessly with his versatility and humorous characterization.

SBI Card Festive Offer 2021 can be availed by all SBI Card customers, across India, starting 3 October 2021. More details of the offer will be available on the launch date at www.sbicard.com.

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. Presently, the brand has a wide base of over 12 million cards in force. 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.

For further press queries please contact:

SBI Card

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