

September 26, 2022

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**

SECURITY: **Equity Shares**

Dear Sirs,

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

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 2022”.

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.

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DLF Cyber City, Gurugram - 122002,
Haryana, India

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E 1,2,3, Netaji Subhash Place, Wazirpur, New Delhi - 110034
CIN - L65999DL1998PLC093849

Press Release

SBI Card Announces Festive Offer 2022

*~over 1600 offers across online & offline merchants add to festive cheer~
~SBI Card customers can enjoy up to 22.5% cashback ~*

New Delhi, September 26, 2022: SBI Card, India's largest pure-play credit card issuer, has many exciting offers lined up for customers across India for the festive season 2022 from September 22, 2022 to October 31, 2022. With over 1600+ offers across online and offline merchants in tier 1, tier 2 and tier 3 cities, SBI Card aims to make shopping experience of its customers more rewarding while adding to the festive cheer. The delightful spread of offers range across a wide set of popular categories that include electronics, mobiles, fashion & lifestyle, jewellery, travel and online marketplaces, among others.

Festive offer 2022 for SBI Card customers includes over 70 national offers and 1550 regional and hyperlocal offers across 2600 cities. As part of the festive offer customers can benefit from up to 22.5% cashback across various partner brands.

One of the key offers for SBI Card customers is SBI Card's exclusive partnership with Amazon for 'Amazon Great Indian Festival Sale'. This, one of the largest online sale events of the year, is live till October 03, 2022. Apart from this, SBI Card has lined up varied offers from around 28 key global and national partner brands for its valued customers. These include renowned brands like Flipkart, Samsung Mobile, Reliance Trends, Pantaloons, Raymonds, LG, Samsung, Sony, HP, Make My Trip, goibibo, Vishal Mega Mart, Reliance Jewels, Caratlane, Hero Motors, and many more.

According to **Mr. Rama Mohan Rao Amara, MD & CEO, SBI Card**, "In our experience, festive season has always been a period that witnesses high spends, planned or even unplanned, from customers. As a customer-centric brand, we have always strived to enhance the payment experience of our customers multifold as they shop, whether online or offline. In line, we focus on propositions that are greater value-driven and highly relevant to our customers, matching their spending needs. Our festive offers are a reflection of these efforts, and we hope that through these, we will be able to enhance the festive enjoyment for our customers."

To further increase the festive shopping excitement and make it easy for customers to make purchases, SBI Card EMI is now available at 1.6 Lakh+ merchants & 2.25 Lakh+ stores in India. Customers can avail EMI at no extra cost across over 25+ electronics and mobile brands. Customers can enjoy 15% cashback on EMI transactions at select regional merchants too.

To know more about festive offers by SBI Card, one can visit [SBI Card website](#).

About SBI Card

SBI Cards and Payment Services Limited (“SBI Card”) 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 14 million cards in force as of Q1 FY23. It has diversified customer acquisition network that enables to engage prospective customers across multiple channels. SBI Card is a technology driven company. The Company is listed on National Stock Exchange (“NSE”) and The Bombay Stock Exchange (“BSE”).

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:	
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