

October 20, 2023

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 2023”.

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 & Time of event: - October 20, 2023 at 02:00 pm

Enclosed: As above

SBI Cards and Payment Services Ltd.

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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

SBI Card Announces Festive Offer 2023

~Around 2200 offers across 2700+ cities to enhance festivities~

~SBI Card customers can enjoy up to 27.5% cashback ~

New Delhi, October 20, 2023: SBI Card, India's largest pure-play credit card issuer, has rolled out many exciting offers for its cardholders across India for festive season 2023. Millions of SBI Card customers can take advantage of around 2200 merchant funded and cashback offers across online and offline merchants in key cities, including tier 2 and tier 3. The expansive spread of offers range across a wide set of popular categories including consumer durables, mobiles, laptops, fashion, furniture, jewellery, and grocery. SBI Card has lined up many EMI focused offers with several marquee brands to ensure that cardholders can make large purchases with ease.

Festive offer 2023 for SBI Card customers includes over 600 national level offers, and over 1500 regional and hyperlocal offers that will be valid till 15 November 2023. As part of this festive offer, SBI Card customers in over 2700 cities can benefit from up to 27.5% cashback and instant discount offers across various partner brands that include Flipkart, Amazon, Myntra, Reliance Retail group, Westside, Pantaloons, Max, Tanishq, and TBZ, among others. Importantly, SBI Card's EMI focused offers are available across leading brands in consumer durables, mobile, and laptop segments. Key brands include Samsung, LG, Sony, Oppo, Vivo, Panasonic, Whirlpool, Bosch, IFB, HP, and Dell, and many more.

According to **Mr. Abhijit Chakravorty, MD & CEO, SBI Card**, "As a customer-centric brand, we have always focused on ways to enhance our customers' overall experience. This includes continuously making their shopping experience more rewarding. SBI Card festive offer 2023 is a great example of our sincere intent to do so. We hope that this initiative will enrich and add to our cardholders' festivities."

To know more about festive offers by SBI Card, one can visit www.sbicard.com/festive.

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 17 MM+ cards in force as of Q1 FY24. 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:

SBI Card

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