

December 29, 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 “Punjab & Sind Bank and SBI Card Launch Co-brand Credit Cards.”

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.

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](mailto:customercare@sbicard.com)  
Website: [sbicard.com](http://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

Press Release

## Punjab & Sind Bank and SBI Card Launch Co-brand Credit Cards

**New Delhi, 29 December 2022:** Punjab & Sind Bank, one of the leading public sector banks in India, has partnered with SBI Card, India's largest pure-play credit card issuer, to launch co-brand credit cards for its customers. The collaboration also marks the introduction of 'credit cards' as a new product segment under the bank's portfolio. Both the partners have rolled out three card variants - PSB SBI Card ELITE, PSB SBI Card PRIME, and PSB SimplySAVE SBI Card.

These variants have been launched to cater to the spending needs of the esteemed customers of Punjab & Sind Bank, across mass, mass premium and premium segments. PSB SBI Card ELITE and PSB SBI Card PRIME have been designed to offer lifestyle privileges and best in class experience to premium and mass premium customers, respectively. PSB SimplySAVE SBI Card offers rewarding experience to value conscious customers through accelerated rewards and benefits on their spending.

Addressing on the launch, Mr. Swarup Kumar Saha, MD & CEO, Punjab and Sind Bank, stated, "Punjab and Sind Bank is very happy to announce the collaboration of its co-branded credit card business with the country's leading Credit Card issuer SBI Cards. This co-branding tie up will offer our customers a much rewarding and delightful shopping experience with attractive offers. This exciting proposition will help the Bank in better brand building and also in augmenting the business. The Bank is in the transformation phase of diversifying into various third party products and the addition of credit card business to the existing bouquet of products, will assist the Bank in new customer acquisition as well as customer retention. The card members will have an access to wide suite of exclusive privileges and we are confident that this card will prove to be the most preferred accessory for our customers."

Speaking on the launch **Mr. Rama Mohan Rao Amara, MD & CEO, SBI Card** said, "We are delighted to partner with Punjab & Sind Bank to offer thoughtfully designed credit cards to its vast customer base. This is a significant partnership for us and marks further expansion of our bank co-brand portfolio which is a critical part of our growth strategy. We look forward to offering exceptional payments experience through our bouquet of world class products and services to Punjab & Sind Bank's customers."

PSB SBI Card ELITE will be offered at a joining fee of INR 4999 plus taxes while PSB SBI Card PRIME will be offered at INR 2999 plus taxes and PSB SimplySAVE SBI Card at INR 499 plus taxes respectively. Both PSB SBI Card ELITE and PSB SBI Card PRIME will be available on VISA platform and PSB SimplySAVE SBI Card on RuPay platform.

### Key Features of PSB SBI Card ELITE

- Welcome Gift
  - Welcome e-Gift Voucher worth INR 5,000 from brands like Aditya Birla Fashion, Bata/Hush Puppies, Shoppers Stop, Yatra.com.
- Rewards
  - Get 5X Reward Points on dining, departmental stores and grocery spends.
  - Earn 2 Reward Points per INR 100 on all other spends, except fuel.
- Milestone Benefits
  - Earn up to 50,000 bonus Reward Points worth INR 12,500 every year.
  - Earn 10,000 bonus Reward Points on achieving annual spends of INR 3 lakhs and INR 4 lakhs.
  - Earn 15,000 bonus Reward Points on achieving annual spends of INR 5 lakhs and INR 8 lakhs.

- Spend based reversal of Annual Fee on spends of INR 10 lakhs.
- Complimentary Movie Tickets
  - Free movie tickets worth INR 6,000 every year.
- Travel Benefits
  - Complimentary Club Vistara Silver membership
    - 1 complimentary Lounge Access Voucher and 1 Upgrade Voucher.
    - 9 Club Vistara Points for every INR 100 spent on Vistara flights.
  - Trident Privilege Red Tier Membership
    - Get exclusive 1,000 Welcome Points on registration.
    - Enjoy 1,500 Bonus Points on your first stay & additional INR 1,000 Hotel Credit on extended night stay.
  - Lounge Benefits
    - Complimentary membership to the Priority Pass Program worth USD 99.
    - 6 complimentary Airport Lounge visits per calendar year, outside India.
    - Enjoy 2 complimentary Domestic Airport Lounge visits every quarter in India.

#### Key Features of PSB SBI Card PRIME

- Welcome Gift
  - Welcome e-gift Voucher worth Rs. 3,000 from brands like Bata/Hush Puppies, Pantaloons, Aditya Birla Fashion, Pantaloons, Shoppers Stop and Yatra.com.
- Rewards
  - 20 Reward Points per INR 100 spent on birthday & standing instructions on utility bill payments.
  - 10 Reward Points per INR 100 spent on departmental stores, groceries, dining & movies.
  - 2 Reward Points per INR 100 on all other spends.
- Milestone Benefits
  - Get Pizza Hut e-Voucher worth Rs. 1,000 on achieving spends of INR 50,000 in a calendar quarter.
  - Waiver of Renewal Fee on annual spends of INR 3 lakhs.
  - E-Gift Voucher worth INR 7,000 from Yatra.com/Pantaloons on achieving annual spends of INR 5 lakhs.
- Travel Benefits
  - Complimentary Club Vistara Silver membership
    - Get 1 complimentary Lounge Access Voucher and 1 Upgrade Voucher
    - Earn 9 Club Vistara Points for every Rs. 100 spent on Vistara flights
  - Lounge Benefits
    - Complimentary membership to the Priority Pass Program worth USD 99
    - 4 complimentary Airport Lounge visits per year to international lounges outside India (max. 2 visits per quarter)
    - 2 complimentary Domestic Airport Lounge visits every quarter in India

#### Key Features of PSB SimplySAVE SBI Card

- Rewards
  - Enjoy 10X Reward Points on dining, grocery, movie & departmental store spends.
  - 1 Reward Point on every INR 150 spent on all other categories.
- Outstanding Balance Payment
  - Settle outstanding balance against collected Reward Points.
- Fuel Surcharge Waiver
  - Get 1% fuel surcharge waiver across all petrol pumps. (Max. fuel surcharge waiver INR 100/month; only fuel transactions between INR 500 to INR 3000 eligible for waiver.)
- Annual Fee Reversal
  - Spend INR 1 lakh or above and the annual fee will be reversed in the subsequent year.

#### About Punjab & Sind Bank



Punjab & Sind Bank is a Public Sector Bank with its headquarter at New Delhi. Bank was founded in the year 1908 with the principle of social commitment to help the weaker section of the society in their economic endeavors and to rise their standard of living. During the 114 years of its glorious journey, Punjab & Sind Bank has fulfilled the social commitments of the founding fathers and by participating in various Nation building activities. As on date, Bank is having 1528 branches and 803 ATMs PAN India with a business mix of Rs 1.79 Lac crores. Bank has made a remarkable turnaround last year with a record profit of Rs. 1039 crore in FY 2021-22. In the current year also, the Bank has witnessed two quarters of consistent profits and improvement in various efficiency parameters. The Bank has achieved a significant reputation in the Indian banking space and stands true to its mission statement of 'Sarva Jana Hitai, Sarva Jana Sukhai'

### **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 14.8 million cards in force as of Q2 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 investor queries please email [investor.relations@sbicard.com](mailto:investor.relations@sbicard.com)

For further press queries please contact:

#### **Punjab & Sind Bank**

Sanjay Datta

[Sanjay.datta@psb.co.in](mailto:Sanjay.datta@psb.co.in)

#### **SBI Card**

Vishal Tyagi

[vishal.tyagi1@sbicard.com](mailto:vishal.tyagi1@sbicard.com)

#### **Perfect Relations for SBI Card**

Shilpa Abraham

M: + 91 7907431859

[shilpa.abraham@perfectrelations.com](mailto:shilpa.abraham@perfectrelations.com)