

September 15, 2025

**National Stock Exchange of India Limited (Symbol: INDUSINDBK)
BSE Limited (Scrip Code: 532187)**

Madam / Dear Sir,

Sub.: Press Release

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

Please find enclosed copy of press release titled as “CRED IndusInd Bank Rupay Credit Card: unconstrained rewards experience across all e-commerce”.

In this connection, the Bank will issue a press release today.

This is also being uploaded on the Bank’s website at www.indusind.com.

We request you to take the above information on record.

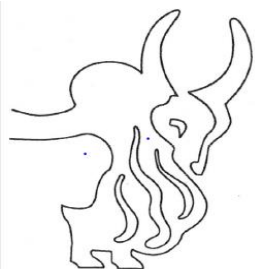
Thanking you,

Yours faithfully,

For IndusInd Bank Limited

**Anand Kumar Das
Company Secretary**

Encl.: As above



Solitaire Corporate Park Office: IndusInd Bank Limited, Building No.7, Ground floor, Solitaire Corporate Park, Andheri –Ghatkopar Link Road, Chakala Andheri (E), Mumbai – 400 093, India, Tel: (022) 66412442

Registered Office: 2401 Gen. Thimmayya Road, Pune 411001, India

Contact us:(020) 2634 3201 | **Email us:** reachus@indusind.com | **Visit us:**www.indusind.com

CIN: L65191PN1994PLC076333

Press Release

CRED IndusInd Bank Rupay Credit Card: unconstrained rewards experience across all e-commerce

*Designed as a lifestyle accessory for digital nomads
Frictionless redemption across 500+ merchants, flights, hotels, and CRED pay ecosystem*

Mumbai, September 15, 2025: CRED has launched a new credit card program with rewards across all e-commerce, and instant, flexible redemption on flights, hotels, hundreds of merchants, and thousands of products. The first launch in this program is the CRED IndusInd Bank Rupay credit card.

CRED members are sophisticated digital natives who have multiple credit cards and a lifestyle that involves extensive online shopping. The price of this sophistication is compromise: rewards restricted to a few specific merchants; purchases limited by redemption avenues in the pursuit of optimization.

For the first time, CRED has launched a cohesive experience that recognizes their agency with higher rewards across online shopping and frictionless redemption across the CRED ecosystem.

While most credit cardholders play by complicated rules that influence where they shop and use points, CRED IndusInd Bank Rupay credit card holders can spend, earn, and redeem wherever they choose. Card-holders earn points equivalent to 5% of their spends on all e-commerce and 1% on offline transactions, including CRED Scan and Pay. They can redeem these points across the CRED ecosystem, including a new flights and hotels product built exclusively for cardholders.

Benefits:

- **earn 5% value online:** all online shopping, across merchants
- **earn rewards offline:** 1% on offline merchants and through UPI on CRED Scan and Pay
- **redeem on your terms:** use points at 500+ CRED pay merchants, 2,000+ products on CRED store, as well as flights (powered by Ixigo) and 8,00,000+ hotels (powered by Expedia), with every point equivalent to a rupee
- **use effortlessly:** automatic points application across the ecosystem where relevant
- **onboard easily:** zero joining fees, 2-minute application

Kunal Shah, founder, CRED said, “The creditworthy deserve the freedom of choice. The new CRED credit card program turns every online spend into an act of self-expression, with rewards that follow taste, not terms. Instant redemption upgrades every transaction, merging product, platform, and privilege into a seamless lifestyle extension.”

Mr. Soumitra Sen, Country Head – Consumer Banking & Marketing, IndusInd Bank said, “The IndusInd–CRED partnership is a natural fit – both brands share a DNA of innovation, exclusivity, and premium experiences. CRED brings a highly curated, digital-native community, while IndusInd brings the banking pedigree, credit expertise, and lifestyle benefits. Together, this co-brand will capture the fast-growing e-commerce and affluent spend segment, positioning the card as the default choice at checkout and reinforcing our leadership in the premium consumer space.”



Sohini Rajola, Executive Director – Growth, NPCI, said, “RuPay is committed to building payment experiences that reflect the aspirations of India’s digital-first consumers. The launch of the CRED IndusInd Credit Card marks another step in that journey bringing flexibility, instant rewards, and seamless redemption into everyday use. As more users adopt credit cards for e-commerce and beyond, RuPay will continue to enable offerings that combine trust, innovation, and choice for Under embargo till 6:30 PM, 15th September 2025 cardholders. Features like credit cards on UPI further illustrate how we are expanding access and convenience for consumers nationwide.”

ABOUT CRED

CRED is India’s most rewarding fintech platform, trusted by over 1.5 crore affluent Indians.

With a mission to enable financial progress, CRED enables members to manage credit cards and other payments, track credit scores, and monitor financial activity across accounts in a delightful, frictionless interface. At CRED, timely payments are rewarded, creating a cycle of discipline through nudges, rewards, and curated access to credit, insurance, travel, and premium experiences.

Access is reserved for individuals with high credit scores, making CRED home to India’s most affluent and creditworthy consumers. For more information, please contact: press@cred.club.

ABOUT INDUSIND BANK

IndusInd Bank Limited has been redefining banking for the past 31 years and has been a force for progression and innovation, offering an elevated banking experience for its diverse range of stakeholders, including government entities, PSUs, retail customers, and large corporations. The Bank’s product offerings include microfinance, personal loans, debit/credit cards, SME loans, advanced digital banking facilities, affluent and NRI banking services, vehicle financing, and innovative ESG-linked financial products. The Bank also caters to the growing Indian diaspora with representative offices in London, Dubai, and Abu Dhabi. As of June 30, 2025, IndusInd Bank serves approximately 42 million customers through 3,110 branches/banking outlets and 3,052 ATMs, reaching 1,64,000 lacs villages across India. IndusInd Bank leverages technology through its 'Digital 2.0' strategy, ensuring multi-channel delivery and a robust digital infrastructure. In each of its unique offerings that include ‘INDIE’ – the one-stop-shop for all things digital banking; innovation and customer centricity remain at the core. IndusInd Bank holds clearing bank status for major stock exchanges BSE and NSE, settlement bank status for NCDEX, and is an empanelled banker for MCX.

RATINGS

Domestic Ratings:

- CARE A1+ for Certificate of Deposits
- CRISIL A1+ for certificate of deposit program / short term FD programme
- CRISIL AA+ for Infrastructure Bonds program/Tier 2 Bonds
- IND AA+ for Issuer Rating by India Ratings and Research
- IND AA+ for Senior bonds program/Tier 2 Bonds by India Ratings and Research

International Rating:

- Ba1 for Senior Unsecured MTN programme by Moody’s Investors Service



IndusInd Bank

Visit us at www.indusind.bank.in

Twitter: [@MyIndusIndBank](https://twitter.com/MyIndusIndBank)

Facebook: <https://www.facebook.com/OfficialIndusIndBankPage>

Linkedin: <https://www.linkedin.com/company/indusind-bank/>

Instagram: indusind_bank

For more details on this release, please contact:

Adfactors PR Pvt. Ltd.

Saksham Maheshwari

saksham.maheshwari@adfactorspr.com

Unnati Joshi

Unnati.joshi@adfactorspr.com

IndusInd Bank

Anshu Jain

mediarelations@indusind.com

Arjun Choudhury

mediarelations@indusind.com

