

October 15, 2026

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 and Eternal Launch Co-Branded 'Eternal SBI Card'".

The same is also being uploaded on the website of the Company www.sbicard.com.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For SBI Cards and Payment Services Limited

PAYAL MITTAL
CHHABRA

Digitally signed by
PAYAL MITTAL CHHABRA
Date: 2026.10.15
14:41:56 +05'30'

Payal Mittal Chhabra

Chief Compliance Officer & Company Secretary

Date and Time of Event: - October 15, 2026 at around 02:30 PM

Enclosed: As above

SBI Cards and Payment Services Ltd.

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CIN - L65999DL1998PLC093849

Press Release

SBI Card and Eternal Launch Co-Branded 'Eternal SBI Card'

- Offers 10% instant discount for spends on Zomato, Bistro, District, and eligible spends on Blinkit
- Cardholders also earn 5% cashback with partners including Uber, ixigo, Urban Company, and Apollo 24|7

New Delhi, 15 October 2026: SBI Card, India's largest pure-play credit card issuer, and Eternal Limited (formerly known as Zomato Limited) today announced the launch and 'early access' for the Eternal SBI Card, a co-branded credit card designed for customers across Eternal and its affiliates. The credit card is among the first in the category to offer instant discounts across multiple brands within one ecosystem, bringing greater value to customers' everyday purchases while also extending benefits beyond the Eternal group brands. Customers can now request early access through the Zomato, Blinkit, and District apps to receive an invitation to apply when the card becomes available from 22 October 2026, in a phase-wise manner.

Cardholders get a 10% instant discount on transactions on Zomato, District, and Blinkit (only on products under the category of electronics and beauty) and a 5% instant discount on purchases under all other categories (subject to certain excluded categories mentioned below) on Blinkit. These discounts shall be subject to a combined cap of ₹2000 per month across purchases made through all the aforementioned platforms. Additionally, there is a 10% instant discount on Bistro and a 1+1 offer on the purchase of movie tickets through District (all discounts on Eternal brands are over and above existing platform offers). With the Eternal SBI Card, customers can also earn 5% cashback, up to ₹1,000 a month, on spends with Apollo 24|7, ixigo, Uber, and Urban Company. The Eternal SBI Card comes with the cashback auto-credit facility, which allows automatic credit of entitled cashback against eligible transactions directly to the SBI Card account on statement generation.

Salila Pande, Managing Director & Chief Executive Officer, SBI Card, said, *"SBI Card has always strived to bring products for its customers that are customised as per their diverse lifestyle and preferences, offering maximum value and enhanced experience. Launch of the Eternal SBI Card in strategic alliance with Eternal reflects this commitment. Designed around customer's everyday spending needs, the card brings together compelling cashback benefits, convenience, and value across a wide range of categories. The launch will bolster our retail co-brand credit card portfolio."*

Akshant Goyal, Chief Financial Officer, Eternal, said, *"Get more out of every day' is the core belief the Eternal SBI Card is built on. There's a strong opportunity to create more value around the high-frequency transactions that are already a part of our customers' lives. With Zomato, Blinkit and District at the centre, the card brings together these every day spends in one ecosystem, while extending value beyond it."*

Beyond the core value offered, the co-branded credit card offers cashbacks and rewards on certain spends outside Eternal's ecosystem. Cardholders get a 6-month complimentary Zomato Gold membership as a welcome benefit on payment of the ₹499 joining fee. Along with this, cardholders can also enjoy a spend-based annual fee waiver on achieving annual spends of ₹2,00,000 in the previous year. The credit card also provides a 1% fuel surcharge waiver of up to ₹200 in a statement cycle.

Available on both the Mastercard and RuPay networks, customers can apply for the credit card through the Zomato, Blinkit, or District mobile apps, through a fully digital onboarding process.

Eternal SBI Card Key Highlights:

Welcome Benefits:

- 6-month complimentary Zomato Gold membership

Spend Based Reversal:

- Waiver of ₹499 annual fee on achieving spends of ₹2,00,000 in the previous year

Reward Benefits:

Accelerated Category:

- 10% instant discount on purchases made on or through Zomato, District, Bistro, and Blinkit (applicable only on purchases under the Electronics and Beauty category).
- 5% instant discount for other categories on Blinkit (excluding: (i) infant milk substitutes, feeding bottles and infant food; (ii) cigarette lighters and accessories, hookah consumables, accessories and flavors, cigarettes, tobacco products, non-tobacco blends, ashtrays, cigars, rolling papers and other related accessories; and (iii) jewellery made from precious metals) per month.
- The aforementioned discounts shall be subject to a combined cap of ₹2000 per month across all purchases made on Zomato, Blinkit, District, and Bistro with the co-branded credit card.
- 5% cashback on select merchants up to ₹1000 per month (applicable on Apollo 24|7, ixigo, Uber, and Urban Company)

Base Category:

- 1% cashback up to ₹500 on other eligible spends per month (excluding spends on or payments against fuel, e-wallets or prepaid instruments (including the loading of such prepaid instruments), rental transactions, tax payments, insurance, jewellery, education, utilities, gaming, EMIs)

Movie Offer:

- Avail a complimentary movie ticket on purchase of one ticket on the District app every month (capped at ₹200 OFF on the second ticket)

Fuel Surcharge Waiver:

- 1% fuel surcharge waiver up to ₹200 in a statement cycle

Rewards Redemption

- Cashback is transferred to the customer's account as statement credit

Forex Markup:

- 3.50% on all foreign currency spends

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 partnership cards along with corporate cards covering all major cardholder' segments in terms of income profile and lifestyle. The brand has a wide base of over 22.6 MM+ cards-in-force. SBI Card has a diversified customer acquisition network that enables the organisation to engage prospective customers across multiple channels. SBI Card is a technology driven company.

The Company is listed on National Stock Exchange of India Ltd. ("NSE") and BSE Ltd.('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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Eternal Limited:

Founded in 2008, Eternal is India's largest new-age tech organization by market capitalization and the first tech company to join the prestigious BSE Sensex 30-share index. Driven by its mission of powering India's changing lifestyles, Eternal's line of businesses are spread across diverse verticals, including food delivery (Zomato), quick commerce (Blinkit), going-out offerings (District), and B2B supplies (Hyperpure).

Built in India for India, Eternal generates millions of direct and indirect earning opportunities, fueling growth and innovation across the nation.

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