

August 26, 2025

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 Flipkart Form Strategic Alliance; Launch Flipkart SBI Co-Branded Credit Card.”

Kindly take the same on record.

Thanking you,

Yours faithfully,

For SBI Cards and Payment Services Limited

Payal Mittal Chhabra
Chief Compliance Officer & Company Secretary
Date and Time of Event: - August 26, 2025 at around 03:00 PM

Enclosed: As above



Press Release

SBI Card and Flipkart Form Strategic Alliance; Launch Flipkart SBI Co-Branded Credit Card

-The co-branded credit card aims to enhance affordability and value for Flipkart, Myntra, Shopsy and Cleartrip customers

-Customers can avail 7.5% cashback on Myntra spends and 5% cashback on Flipkart, Shopsy, and Cleartrip spends

New Delhi / Bangalore, 26 August 2025: SBI Card, India's largest pure-play credit card issuer and Flipkart, India's homegrown e-commerce marketplace, jointly announced the launch of 'Flipkart SBI Credit Card'. This one-of-its-kind co-branded credit card got launched in the presence of Mr. Challa Sreenivasulu Setty, Chairman, State Bank of India (SBI) and Mr. Ashwini Kumar Tewari, Managing Director, SBI. The Flipkart SBI Card has been meticulously designed with curated cashback benefits to offer a rewarding shopping experience for discerning customers on majority of their purchases. The launch reflects SBI Card and Flipkart's ongoing efforts to empower shoppers with greater value, flexibility, and access to formal credit while enhancing their overall shopping journey. Customers can seamlessly apply for the credit card digitally via the [Flipkart App](#), and [SBI Card SPRINT](#), by visiting the SBI Card website [SBI Card.com](#).

With the Flipkart SBI Card, customers can earn 7.5% cashback on spends made on Myntra, and 5% cashback on spends made on Flipkart, Shopsy, and Cleartrip. Customers can utilise the rewarding value proposition to make purchases across a broad range of products and services across the Flipkart ecosystem, including mobiles, electronics, grocery, fashion, furniture, appliances, home furnishings, travel bookings, and more. Moreover, customers can earn 4% cashback on select brands like Zomato, Uber, Netmeds, and PVR, and 1% unlimited cashback on all other eligible spends. The Flipkart SBI Card comes with an auto-credit of cashback facility which allows automatic credit of entitled cashback to the SBI Card account within two days of statement generation, ensuring a hassle-free experience.

Salila Pande, Managing Director & Chief Executive Officer, SBI Card, said, "At SBI Card, we continuously strive towards delivering best-in-class products that align with the evolving needs and aspirations of our customers. Launch of the Flipkart SBI Card in partnership with Flipkart is one more step in this direction. With the rapid growth of e-commerce in India, customers are increasingly seeking seamless and rewarding experiences in every purchase. Flipkart SBI Card has been thoughtfully designed to provide a rewarding and seamless payment experience."

Kalyan Krishnamurthy, Chief Executive Officer, Flipkart Group, said, "At Flipkart, we have always placed the customer at the centre of everything we do. Our focus has been on creating shared value



for the wider ecosystem. Over the years, we have introduced several innovative financial offerings. This co-branded credit card, in partnership with SBI Card, is another important step in that journey. It reflects our commitment to democratizing and expanding access to formal credit in India. With solutions designed to deliver maximum value, we aim to empower millions of households across Bharat to fulfil their aspirations with confidence.”

The joining and annual renewal fee of the Flipkart SBI Card is ₹500 plus applicable taxes. Upon successful application, cardholders can avail welcome benefits worth ₹1,250. Additionally, they will be able to enjoy a renewal fee reversal of ₹500 on reaching the milestone of ₹3,50,000 annual spends during the card membership year. The credit card also offers a 1% fuel surcharge waiver in a statement cycle. The contactless card is available on Mastercard as well as VISA payment platforms.

To mark the launch, Flipkart and SBI Card are introducing a limited-period launch offer*, giving applicants the chance to win 10 Samsung Galaxy Smartwatches and 100 Ambrane wireless power banks every day upon successful completion of the card application process on the Flipkart app.

Flipkart SBI Card Key Highlights:

Welcome Benefits:

- Flipkart e-gift card worth ₹250 on payment of the joining fee, with an expiry of one year from the date of issuance
- Flipkart e-gift card worth ₹500 on your first transaction on Flipkart within 30 days of card approval for applications submitted through the Flipkart app
- Cleartrip voucher worth ₹500 on your first transaction on Flipkart within 30 days of card approval for applications submitted through the Flipkart app

Spend Based Reversal:

- Reversal of ₹500 annual fee on achieving spends of ₹3,50,000 in the previous year

Cashback Benefits:

- 7.5% cashback on all spends made on Myntra with a limit of ₹4,000 in a calendar quarter
- 5% cashback on all spends made on Flipkart (including Shopsy) with a limit of ₹4,000 in a calendar quarter
- 5% cashback on all spends made on Cleartrip with a limit of ₹4,000 in a calendar quarter
- 4% cashback on all spends made on Zomato, Uber, Netmeds and PVR with a limit of ₹4,000 in a calendar quarter
- 1% unlimited cashback on all other eligible spends

Fuel Surcharge Waiver:

- 1% fuel surcharge waiver, maximum waiver of ₹400 in a statement cycle

Forex Markup:

- 3.5% 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 21 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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About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Cleartrip and super.money.

Established in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered user base of more than 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 1.4 million sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com