

December 06, 2024

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**

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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 Crosses 2 Crore Cards in Force Mark”.

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: - December 06, 2024 at around 03:00 PM
Enclosed: As above

SBI Cards and Payment Services Ltd.

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DLF Cyber City, Gurugram - 122002,
Haryana, India

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Unit 401 & 402, 4th Floor, Aggarwal Millennium Tower,
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CIN - L65999DL1998PLC093849

SBI Card Crosses 2 Crore Cards in Force Mark

New Delhi, 06 December 2024: SBI Card, India's largest pure-play credit card issuer, has surpassed the 2 crore cards in force milestone, highlighting its commitment to delivering innovative solutions and enhancing customer experiences across the nation. This achievement also underscores SBI Card's pivotal role in transforming India's credit card landscape, and its promise of 'Currency of Digital India'.

Since its inception in 1998, SBI Card has been a pioneer in designing a wide range of products to meet diverse customer needs. From thoughtful core cards, co-branded partnerships with premium brands, to rewards-driven and lifestyle-centric offerings, SBI Card has consistently set new benchmarks for customer-focused innovation in the Indian credit card industry and strengthened its leadership in the market. SBI Card has witnessed strong growth of around 25% CAGR in cards in force, and 26% CAGR in spends, between FY19 and FY24.

Commenting on the achievement, **Abhijit Chakravorty, MD&CEO, SBI Card**, said: "SBI Card brand is based on the value proposition of 'Make Life Simple'. Crossing the 2 crore cards in force milestone is a testament to the trust and confidence that our customers place in us. It reflects our relentless focus on innovation, superior customer service, and our vision of empowering every Indian with convenient, secure, and rewarding payment solutions. We remain committed to delivering unmatched value to our growing customer base as we continue to address their evolving needs."

SBI Card today has a strong customer acquisition network across length and breadth of India, comprising of BANCA and open market. SBI Card offers a diverse portfolio of credit cards, including the exclusive AURUM, a super-premium card, and the feature-rich SBI Card Elite for the premium segment. Credit cards, such as CASHBACK SBI Card, SimplyCLICK SBI Card, SimplySAVE SBI Card, and SBI Card PULSE provide tailored benefits to meet varied customer needs. SBI Card offers co-branded travel cards such as, KrisFlyer SBI Card, Air India Signature SBI Card, BPCL SBI Card, and IRCTC SBI Card cater to globetrotters and travelers. At the same time, retail-focused credit cards, including Titan SBI Card and Reliance SBI Card, offer immense value on lifestyle spends. Today, SBI Card credit cards are available on all key payment networks in the country.

Over the years, SBI Card has also harnessed technology to introduce seamless digital onboarding, enhanced security features, and robust rewards programmes, making it a preferred choice for around 2 crore Indian customers today.

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 around 20 MM+ cards in force as of November 2024. It has a diversified customer acquisition network that enables us 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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