

May 15, 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 Partners Apollo HealthCo; Introduces Apollo SBI Card SELECT 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: - May 15, 2025 at around 12:30 PM

Enclosed: As above



Press Release

SBI Card Partners Apollo HealthCo; Introduces Apollo SBI Card SELECT Card

~Apollo SBI Card SELECT card offers up to 25% value back on purchases across categories from Apollo 24|7 app and select Apollo Pharmacy retail stores~

New Delhi, 15 May 2025: SBI Card, India's largest pure-play credit card issuer and Apollo HealthCo, which operates Apollo Pharmacy - India's largest retail pharmacy network and Apollo 24|7 - country's leading omni-channel digital health platform, have extended their strategic partnership to introduce a unique, health and wellness focused co-branded credit card - Apollo SBI Card SELECT card, today. This one-of-its-kind premium credit card has been thoughtfully designed to address the evolving needs of today's health-conscious consumers, offering a compelling blend of healthcare savings and financial rewards. Customers can easily apply for this card digitally on the Apollo 24|7 app and opt to apply via [SBI Card SPRINT](#), by visiting the SBI Card website [SBI Card.com](#). Customers can also apply for the card at select Apollo Pharmacy stores.

The Apollo SBI Card SELECT cardholders enjoy a rewarding shopping experience on transactions, including pharmacy products, health check-up packages, blood tests, and more through the Apollo 24|7 app and Apollo Pharmacy stores. Cardholders get 10% back as reward points, and additionally up to 15% back as health credits, giving them a total value back of up to 25%. Reward points can be converted into Health Credits, which are redeemable across the entire product range of Apollo 24|7 App and Apollo pharmacy stores.

Apollo SBI Card SELECT card customers receive ₹1,500 e-gift voucher as welcome benefits, redeemable on the Apollo 24|7 app and at Apollo pharmacy stores. They also enjoy Apollo Circle benefits that provide priority access to services and special discounts on doctor consultations, diagnostic tests and pharmacy orders on Apollo platforms. Additionally, Apollo SBI Card SELECT card customers also get a complimentary 1-year FITPASS PRO Membership, offering access to a wide network of gyms, fitness classes, and wellness programs, across India.

Ms. Salila Pande, MD & CEO, SBI Card said, *"At SBI Card, we understand the evolving spending needs and aspirations of today's conscious consumers who are focused on good health and well-being. Our collaboration with Apollo HealthCo to introduce Apollo SBI Card SELECT card is firmly aligned with this need. By offering thoughtful healthcare benefits and valuable rewards, we aim to empower our customers to stay committed to their health and wellness goals, while enjoying varied financial benefits."*



Ms. Shobana Kamineni, Executive Chairperson, Apollo HealthCo said, *“With the Apollo SBI Credit Card, we’re introducing a revolutionary financial product designed to seamlessly connect health and wellness with everyday living. By turning everyday spending into health investments, we’re making access to care seamless, intuitive, and affordable. It’s our way of saying that healthcare should be earned, saved, and accessed just as easily as any other essential. This is the future of health—and we’re proud to build it with SBI Card. Together, we will be the health keeper of the nation.”*

The Apollo SBI Card SELECT card also offers various lifestyle and travel benefits. Customers can avail spend-based annual fee reversal upon achieving annual spends of ₹ 3 lakhs. Moreover, customers get a 2-year Priority Pass Membership for international lounge access and four complimentary domestic airport lounge visits per year (maximum one per quarter), adding to the premium experience. Additionally, accelerated earnings of 2 reward points per ₹ 100 spent on dining, movies, entertainment, and travel, elevating the customer’s lifestyle experience on each transaction.

As an annual milestone benefit, cardholders can avail free comprehensive health check-up on spends of ₹ 50,000 within 90 days of joining and annual renewal. Also, on spending ₹ 6 lakhs annually, customers are entitled to get a free Noise smartwatch worth ₹ 7,999.

The joining and renewal fee of the Apollo SBI Card SELECT card is ₹1,499 plus applicable taxes. The contactless card is available on both Rupay and MasterCard platforms.

Apollo SBI Card SELECT card: Key Highlights

Welcome Benefits:

- Apollo 24|7 e-gift voucher worth ₹ 1,500 on payment of joining fee
- Built-in Apollo Circle benefits
- 1-year complimentary FITPASS PRO Membership

Spend Based Reversal

- Reversal of ₹ 1,499 annual fee on achieving spends of ₹ 300,000 in the previous year

Lounge Benefit

- 4 complimentary domestic lounge access in a year (1 per quarter)
- Complimentary Priority Pass Program Membership for 2 years (International Lounge access chargeable)

Rewards Benefit

- 10 Reward Points per ₹100 spent on Apollo 24|7 App and Apollo Pharmacy Stores
 - 2 Reward Points per ₹ 100 spent on Dining, Movies & Entertainment, and Travel
 - 1 Reward Point per ₹ 200 spent on other purchases
- (1 Reward Point = 1 Health Credit = ₹ 1)

Milestone Benefit

- Free comprehensive health check-up on spends of ₹ 50,000 within 90 days of joining/annual renewal
- Free Noise Smartwatch worth ₹ 7,999 on annual spends of ₹ 6 Lakh

Fuel surcharge waiver

- 1% Fuel Surcharge waiver. Maximum waiver of ₹ 100 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 20 MM+ cards in force as of March 2025. 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.

About Apollo HealthCo

Launched in 2020, Apollo HealthCo operates Apollo 24|7 - India’s largest digital healthcare platform - alongside Apollo Pharmacy, the country’s largest pharmacy retail network of over 6,500 stores serving users across 19,000+ pincodes. Through an omni-channel ecosystem, Apollo HealthCo facilitates ~100k daily medicine deliveries at home, ~300k monthly doctor consultation bookings and ~150k monthly diagnostic bookings to over 37 million registered users.

In addition to its consumer-facing offerings, Apollo HealthCo also operates in the pharmaceutical distribution segment, managing the sourcing and distribution of pharmaceuticals, FMCG, and wellness products at scale. Backed by cutting-edge technology, AI-driven tools, and a trusted legacy of clinical excellence, Apollo HealthCo is shaping the future of omni-channel, consumer-first, integrated healthcare in India.

For further press queries please contact:

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Apollo HealthCo

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