

April 16, 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 Tata Digital Partner to Launch Tata Neu SBI 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: - April 16, 2025 at around 04:00 PM

Enclosed: As above

SBI Cards and Payment Services Ltd.

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CIN - L65999DL1998PLC093849

Press Release

SBI Card and Tata Digital Partner to Launch Tata Neu SBI Card

Tata Neu Infinity SBI Card Offers up to 10% NeuCoins on Spends

New Delhi, 16 April 2025: SBI Card, India's largest pure-play credit card issuer, in partnership with Tata Digital announced the launch of Tata Neu SBI Card today. This one-of-its-kind lifestyle co-branded credit card has been designed to provide a premium and highly rewarding shopping experience for discerning customers across segments. This co-branded card has been launched in two variants, Tata Neu Infinity SBI Card and Tata Neu Plus SBI Card. Customers earn rewards on all spends, whether online or in-store and across domestic and international merchant outlets in the form of NeuCoins that are redeemable on the Tata Neu app.

With this launch, Tata Neu SBI Card customers can now enjoy a range of benefits for an enhanced shopping experience. Cardholders can enjoy up to 10% rewards on spends with Tata Neu Infinity SBI Card and up to 7% rewards on spends with Tata Neu Plus SBI Card in the form of NeuCoins. These are credited monthly to the cardholder's NeuPass account within the Tata Neu app. These NeuCoins can be redeemed across a wide range of products and services, including grocery, travel bookings, jewelry, fashion, electronics and pharmacy services both online and instore, addressing varied lifestyle needs of customers.

The co-branded card also offers rewards on everyday payments, providing up to 1.5% back in NeuCoins (with the Rupay variant) on UPI transactions and up to 5% back on bill payments made through Tata Neu. Customers can enroll for the card digitally via [SBI Card SPRINT](#), by visiting the SBI Card website [SBI Card.com](#), and can also opt to enroll offline by visiting SBI Card retail kiosks at select Croma stores.

Speaking on the launch **Ms. Salila Pande, MD & CEO, SBI Card** said, *"In today's era, with evolving preferences, lifestyle needs of customers have become more diverse. We are delighted to partner with Tata Digital to enhance the lifestyle experiences of our customers. Our partnership is a testament to our commitment to offer customer centric products that deliver the best-in-class value. The Tata Neu SBI Card is designed to offer holistic experience that adds value in each transaction, elevating the shopping experience with a blend of unparalleled benefits and seamless convenience. The card is a significant addition to our robust co-brand card portfolio.*

Naveen Tahilyani, MD & CEO, Tata Digital added, *"The Tata Neu Card, in partnership with SBI Card, reflects our vision and reaffirms our commitment to offer seamless, rewarding experiences to the modern Indian consumer. It brings together the power of trusted brands to deliver real value and reimagine how India experiences loyalty and credit."*

Tata Neu SBI Card customers earn accelerated rewards on making purchases across Tata Neu mobile App, Tata Neu website, and on platforms of leading partner brands including, Air India & Air India Express, BigBasket, Croma, IHCL (Taj Hotels), Tata CLIQ, Tata 1MG, Titan, Tanishq, Westside, and Qmin. Additionally, the co-branded card enables customers to avail spend-based annual fee reversal upon reaching annual spends of INR 1 lakh on Tata Neu Plus SBI Card and INR 3 lakhs on Tata Neu Infinity SBI Card. The card also provides complimentary access to domestic and international airport lounges, adding to the premium experience.

The joining and annual renewal fee of Tata Neu Infinity SBI Card is ₹1,499 plus applicable taxes and that of Tata Neu Plus SBI Card is ₹499 plus applicable taxes. Both variants of the contactless card are available on RuPay as well as Visa payment platforms.

Key highlights

Tata Neu Plus SBI Credit Card

Joining Benefit:

- 499 NeuCoins on first year annual fee; points to be credited to NeuPass account

Reward Benefits:

- Accelerated NeuCoins: Earn 2% of the spends as NeuCoins on Non-EMI Spends on Tata Neu and partner Tata Brands
- Base NeuCoins: Earn 1% of the spends as NeuCoins on non-Tata & UPI spends
- Accelerated Rewards on partner brands: Air India & Air India Express, Big basket, Tata CLIQ, Taj Hotels, Tata 1 MG, Titan and Tanishq, Croma, Westside, Qmin

Spend Based Reversal

- Reversal of annual fee on achieving spends of ₹ 100,000 in the previous year

Forex Markup

- 3.5% on all foreign currency spends

Fuel Surcharge waiver

- 1% fuel surcharge waiver, maximum waiver of Rs. 250 in a statement cycle

Lounge Benefits:

- 4 complimentary domestic lounge access in a year (1 per quarter) on achieving spends of ₹ 50,000 in the previous quarter

Tata Neu Infinity SBI Credit Card

Joining Benefit:

- 1499 NeuCoins on first year annual fee; points to be credited to NeuPass account

Reward Benefits:

- Accelerated NeuCoins: Earn 5% of the spends as NeuCoins on Non-EMI Spends on Tata Neu and partner Tata Brands
- Base NeuCoins: Earn 1.5% of the spends as NeuCoins on non-Tata & UPI spends
- Accelerated Rewards on partner brands: Air India & Air India Express, Big basket, Tata CLIQ, Taj Hotels, Tata 1 MG, Titan and Tanishq, Croma, Westside, Qmin

Spend Based Reversal

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

Forex Markup

- 1.99% on all foreign currency spends

Fuel Surcharge waiver

- 1% fuel surcharge waiver, maximum waiver of Rs. 500 in a statement cycle

Lounge Benefits:

- 8 complimentary domestic lounge access in a year (2 per quarter) on achieving spends of ₹ 75,000 in the previous quarter
- 4 complimentary international lounge access in a year (1 per quarter)

Tata Neu Pass Benefit

- Additional 5% of spends as NeuCoins on select categories of Tata Neu app/website, (Powered by Tata Neu Pass)

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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 over 20 MM+ cards in force as of December 2024. 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 Tata Digital

Tata Digital is a future-ready company that focuses on creating consumer-centric, high-engagement digital products. Tata Neu, its core app, aims to be the trusted partner of every consumer by providing a holistic presence across various touchpoints. It offers a one-stop shop for the consumer's daily needs and aspirations from essentials like groceries, medicines, bill payments, UPI, gift cards, and financial services such as loans, insurance, investment, and its co-branded credit card, to lifestyle-oriented offerings like fashion, consumer electronics, travel, and entertainment. Tata Digital includes subsidiaries like Supermarket Grocery Supplies Pvt Ltd (BigBasket), Infiniti Retail (Croma), Tata 1MG Healthcare Solutions Pvt Ltd, Tata Unistore Limited (Tata CLiQ), Tata Payments Limited, Tata Fintech Pvt. Ltd., among others. Founded in March 2019, Tata Digital is a wholly owned subsidiary of Tata Sons Private Limited.

For further press queries please contact:

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