

September 30, 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**

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 with Singapore Airlines; launches exclusive 'KrisFlyer SBI Card', a super-premium co-brand Credit Card".

Kindly take the same on record.

Thanking you,

Yours faithfully,

For SBI Cards and Payment Services Limited

Payal Mittal Chhabra
Company Secretary & Compliance Officer
Date and Time of Event: - September 30, 2024 at around 02:00 PM
Enclosed: As above

Press Release

SBI Card partners with Singapore Airlines; launches exclusive 'KrisFlyer SBI Card', a super-premium co-brand Credit Card

- Offers welcome benefits of 10,000 KrisFlyer miles on KrisFlyer SBI Card Apex-
- Reward Points in the form of KrisFlyer miles can be used to book flight tickets on Singapore Airlines, Scoot airline and SIA Group entities-
- Offers up to 5% value back on spends, as KrisFlyer miles, with the Singapore Airlines group-

New Delhi, September 30, 2024: SBI Card, India's largest pure-play credit card issuer, in partnership with Singapore Airlines Limited (SIA), the national carrier of Singapore, has launched the **KrisFlyer SBI Card** today. This is Singapore Airlines' first co-branded credit card in India. This one-of-its-kind travel centric co-branded credit card has been meticulously designed to cater to super-premium cardholders, offering exclusive privileges in the air and on ground with the SIA Group that comprises of Singapore Airlines, Scoot airline, KrisShop.com, Kris+ lifestyle app and Pelago. The newly launched credit card is available in two variants, KrisFlyer SBI Card and KrisFlyer SBI Card Apex.

With this partnership, **KrisFlyer SBI Card** customers will unlock a range of accelerated rewards and milestone benefits on their travel spends. Packed with exclusive welcome offers of 3,000 KrisFlyer miles on the KrisFlyer SBI Card and 10,000 KrisFlyer miles on the KrisFlyer SBI Card Apex, the cards aim to redefine the travel experiences of their well-heeled customers, by providing them with unparalleled convenience and luxury. Cardholders can earn up to 80,000 or more KrisFlyer miles per year. Customers can enroll for the card digitally via [SBI Card SPRINT](#), by visiting the SBI Card website [SBI Card.com](#), and can also enroll offline by visiting SBI Card retail kiosks.

Speaking on the launch **Mr. Abhijit Chakravorty, MD & CEO, SBI Card** said, *"International travel has emerged to be a key spending category with rise in income, rapid advancement of technology and digitalization. We are delighted to partner with Singapore Airlines to present top-notch and luxurious experience to the super-premium cardholder segment, with an array of exclusive benefits, setting new benchmarks in the industry. Our collaboration is a significant step toward enriching travel experiences of the customers by combining SBI Card's secure and seamless payment solutions and Singapore Airline's unparalleled network and world class flying experience."*

Commenting on the occasion, **Mr. Bryan Koh, Divisional Vice President Loyalty Marketing, Singapore Airlines** shared, *"KrisFlyer has evolved from an airline loyalty programme to a travel and lifestyle-centric rewards programme that unlocks an entire universe of special benefits for our customers. With international travel growing so rapidly, this exclusive co-branded credit card with a partner as trusted as SBI Card, gives our members in India a new avenue to earn miles and privileges, not just when they fly with us. We are very pleased and proud to have collaborated with SBI Card in what is surely going to be a very successful partnership."*

The co-branded credit card will offer enhanced mileage earning opportunities to customers. With an expenditure of ₹2.5 Lakh on Singapore Airlines using the KrisFlyer SBI Card and ₹7.5 Lakh on Singapore Airlines using the KrisFlyer SBI Card Apex, customers will enjoy the privilege of being upgraded to KrisFlyer Elite Silver and KrisFlyer Elite Gold memberships respectively. Customers with upgraded memberships will also get a chance to enjoy benefits such as additional baggage allowance, priority check-in and boarding, exclusive bonus miles, special seat selection privileges, lounge access, enhanced travel insurance coverage and much more, adding extra comfort and convenience to their travel experience. Reward points earned by customers will be credited monthly to their account in the

form of KrisFlyer miles at no additional cost. Miles earned can be redeemed for flight tickets or upgrades on Singapore Airlines, flights on Scoot, gifts purchased from KrisShop.com and on booking travel experiences globally via Pelago.

The joining and annual renewal fee for the KrisFlyer SBI Card is ₹2,999 plus applicable taxes, and ₹9,999 plus applicable taxes for the KrisFlyer SBI Card Apex.

Each contactless credit card is curated to offer attractive rewards for various customer requirements and is available on American Express and Mastercard payment platforms.

This partnership highlights SBI Card’s continuous effort to enhance its cardholders’ experience, thus instilling trust and safety while offering premium travel benefits and unmatched convenience in payments.

Key highlights of KrisFlyer SBI Card and KrisFlyer SBI Card Apex

KrisFlyer SBI Card	KrisFlyer SBI Card Apex
<p>Welcome Benefit:</p> <ul style="list-style-type: none"> Enjoy welcome benefit of 3,000 KrisFlyer miles on first transaction within 60 days 	<p>Welcome Benefit:</p> <ul style="list-style-type: none"> Enjoy welcome benefit of 10,000 KrisFlyer miles on first transaction within 60 days
<p>Spend Based Rewards:</p> <ul style="list-style-type: none"> Accelerated rewards on spends on SIA Group- 5 KrisFlyer miles for every INR 200 spent Accelerated rewards on international spends- 5 KrisFlyer miles for every INR 200 spent Rewards on other eligible spends- 2 KrisFlyer miles for every INR 200 spent 	<p>Spend Based Rewards:</p> <ul style="list-style-type: none"> Accelerated rewards on spends on SIA Group- 10 KrisFlyer miles for every INR 200 spent Accelerated rewards on international spends- 8 KrisFlyer miles for every INR 200 spent Rewards on other eligible spends- 6 KrisFlyer miles for every INR 200 spent
<p>Annual spend milestones:</p> <ul style="list-style-type: none"> Milestone 1: Bonus KrisFlyer miles of 3,000 on annual spends of INR 300,000 Milestone 2: Tier status upgrade to KrisFlyer Elite Silver Tier membership on spending INR 250,000 on Singapore Airlines 	<p>Annual spend milestones:</p> <ul style="list-style-type: none"> Milestone 1: Bonus KrisFlyer miles of 10,000 on annual spends of INR 500,000 Milestone 2: Tier status upgrade to KrisFlyer Elite Gold Tier membership on spending INR 750,000 on Singapore Airlines Milestone 3: Additional bonus KrisFlyer miles of 3,000 on annual spends of INR 1,000,000
<p>Lounge Benefits:</p> <ul style="list-style-type: none"> 4 complimentary domestic airport lounge visits in a year (Maximum of 1 visit per quarter) 4 complimentary international airport lounge visits in a year (Maximum of 1 visit per quarter) 	<p>Lounge Benefits:</p> <ul style="list-style-type: none"> 8 complimentary domestic airport lounge visits in a year (Maximum of 2 visits per quarter) 8 complimentary international airport lounge visits in a year (Maximum of 2 visits per quarter)

<p>Fuel Surcharge Waiver:</p> <ul style="list-style-type: none"> 1% fuel surcharge waiver (Valid for transactions at fuel stations of amount up to Rs 3,000) 	<p>Fuel Surcharge Waiver:</p> <ul style="list-style-type: none"> 1% fuel surcharge waiver (Valid for transactions at fuel stations of amount up to Rs 3,000)
<p>Travel Insurance</p> <ul style="list-style-type: none"> Air Accidental Death coverage of INR 1 Crore Baggage loss/delay coverage of INR 1 Lakh Fraud loss protection coverage of INR 1 Lakh 	<p>Travel Insurance</p> <ul style="list-style-type: none"> Air Accidental Death coverage of INR 3.5 Crore Baggage loss/delay coverage of INR 1 Lakh Fraud loss protection coverage of INR 10 Lakh

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 19 MM+ cards in force as of Q1 FY25. It has a diversified customer acquisition network that enables it to engage prospective customers across multiple channels. SBI Card is a technology driven company. www.sbicard.com. The Company is listed on National Stock Exchange (“NSE”) and Bombay Stock Exchange (“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 KrisFlyer

KrisFlyer has evolved from being an airline loyalty programme to an industry-leading lifestyle-centric rewards programme. Today, it has over 9.1 million members who benefit from wide-ranging accrual and redemption opportunities both on the ground and in the air.

Members can earn miles from everyday spend with more than 3,300 non-airline partners and merchants. These include banks, hotels, travel services, restaurants, retail brands, and a wide range of experiences in Singapore and around the world.

KrisFlyer members may also earn or redeem miles with KrisShop, the Singapore Airlines (SIA) Group’s award-winning e-commerce arm, which offers more than 1,000 Singapore-based and international brands. They can also enjoy a broad range of shopping and dining experiences, as well as wellness activities, with partners on Kris+, the SIA Group’s rewards and lifestyle mobile app, when they book activities in Singapore and selected countries on Pelago, SIA’s travel experiences platform

Members can also earn and redeem miles on their flights on Singapore Airlines, Scoot, Star Alliance member airlines, and SIA partner carriers. They may also convert miles to points with selected non-airline loyalty programmes in Singapore and around the world, for an even larger number of reward offerings.

For further press queries please contact:

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