Introduction

SBI Cards is incorporated as a private limited company pursuant to a joint venture between the State Bank of India (" SBI"), the country's oldest and largest bank, and General Electric Capital Corporation (" GECC") to offer Indian consumers extensive access to a wide range of world-class, value-added payment products and services. They are headquartered in Gurgaon, Delhi and have branches in 50 cities across India. (http://economictimes.indiatimes.com/news/news-by-industry/banking/finance/banking/sbi-cards-to-focus-growth-in-tier-2-and-3-centres/articleshow/13492909.cms) As of January 2012, SBI Cards has 2.171 million credit cards. (http://epaper.timesofindia.com/Repository/ml.asp?Ref=Q0FQLzIwMTIvMDMvMjQjQXIwMjMwNQ==&Mode=HTML&Locale=english-skin-custom)

The value proposition of SBI Cards is "Make Life Simple".

Origin

SBI Cards commenced operations in 1998 as a result of a joint venture between SBI & GECC. The partnership is operated through 2 joint-venture companies - SBI Cards & Payment Services Pvt. Ltd., which focuses on the marketing and distribution of SBI Cards and GE Capital Business Processes Management Services Pvt. Ltd., which handles the technology and processing needs of SBI Cards.

Milestones-

- 1998- SBI Cards enters the credit card space (http://www.expressindia.com/news/ie/daily/19981231/36551074.html)
- 1999- Garners a base of '1 Lakh' active cardholders within 10 months of launch (http://www.expressindia.com/fe/daily/20010109/fec09051.html)
- 2002- SBI Cards enters the '1 Million Cards' club
- 2002- Forges the first partnership with a Public Sector Bank (http://articles.economictimes.indiatimes.com/2003-02-09/news/27547657_1_sbi-cards-credit-cards-ubi-chairman)
- 2003- SBI Cards launches 8 Cities Affinity Cards with special tie-ups & offers (http://www.thehindubusinessline.in/2003/04/09/stories/2003040902001700.htm)
- 2005- Crosses the 2 Million Cards Milestone (http://www.indiantelevision.com/release/y2k6/jan/janrel13.htm, http://www.capitalmarketplus.com/cabnas/CabStory.asp?SNo=114604&Opt=)
- 2006- SBI Cards launches SBI Railway Card for Indian Railway travellers (http://www.financialexpress.com/news/railways-join-hands-with-sbi-to-launch-cobranded-credit-card/147028/)
- 2006- Launches co-branded cards with Spicejet Card & TATA- India's first Loyalty-cum-Credit Card (http://www.hindu.com/2006/03/28/stories/2006032815071600.htm, http://www.thehindubusinessline.in/2006/02/16/stories/2006021602240600.htm)
- 2006- SBI Cards becomes no. 2 Credit Card issuer with 3 million cards (http://www.rediff.com/money/2006/aug/31sbi.htm)
- 2006- SBI Cards appoints Yuvraj Singh as Brand Ambassador (http://www.hindu.com/2006/11/14/stories/2006111403801901.htm)
- 2010- Launches SBI Platinum Card for premium customers (http://www.thehindu.com/business/companies/article863558.ece, http://www.hindu.com/2010/12/05/stories/2010120560940300.htm)

- 2011- Launches chip based EMV Cards (http://articles.economictimes.indiatimes.com/2011-08-01/news/29838657_1_sbi-cards-credit-card-emv)
- 2012- Launches Yatra SBI Card (http://www.indiainfoline.com/Markets/News/Yatra.com-launches-new-Credit-Card-with-SBI-Cards/5385696932)
- 2012- Launches SBI Signature Card for HNIs (http://www.thehindubusinessline.com/industry-and-economy/banking/article3455756.ece)

Suite of Offerings

SBI Cards offers credit cards under each of the following categories:

- Premium Cards
- Classic Cards
- Travel & Shopping Cards
- Exclusive Cards
- Corporate Cards

SBI Cards has co-branded partnership with Public & Private Sector Banks like Bank of Maharashtra, Oriental Bank of Commerce and Karur Vysya Bank including industry leaders like Tata, Maruti Suzuki, Indian Railways and Yatra.com.

Awards-

- Rated no. 2 in CNBC Consumer Awards 2 years in a row. 2007-2009 (http://www.business-standard.com/india/news/sbi-card-voted-indias-most-trusted-brand-in-readers-digest-asia-trusted-brands-2009-survey/359735/)
- Winner of Best Mature Captive Delivery Unit in Asia- 2009 (http://www.hindu.com/2009/09/11/stories/2009091156281400.htm)
- Reader's Digest 'Most Trusted Brand Gold Award'-2008-(http://www.business-standard.com/india/news/sbi-card-voted-indias-most-trusted-brand-in-readers-digest-asia-trusted-brands-2009-survey/359735/, http://www.moneycontrol.com/news/business/sbi-card-voted-as-india%E2%80%99s-most-trusted-brand_339715.html)
- Rated no. 2 in Business World Survey on Customer Satisfaction- 2007- (http://www.business-standard.com/india/news/sbi-card-voted-indias-most-trusted-brand-in-readers-digest-asia-trusted-brands-2009-survey/359735/)