

September 22, 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 Note

Pursuant to Regulation 30 and 51 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we attach herewith the copy of press note titled “SBI Card Rolls Out Festive Offer 2025 with ‘Khushiyan Unlimited’ campaign”.

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: - September 22, 2025 at around 11:00 AM

Enclosed: As above

SBI Cards and Payment Services Ltd.

DLF Infinity Towers, Tower C,
12th Floor, Block 2, Building 3,
DLF Cyber City, Gurugram - 122002,
Haryana, India

Tel.: 18001801290
Email: customercare@sbicard.com
Website: sbicard.com

Registered Office:
Unit 401 & 402, 4th Floor, Aggarwal Millennium Tower,
E 1,2,3, Netaji Subhash Place, Wazirpur, New Delhi - 110034
CIN - L65999DL1998PLC093849

Press Note

SBI Card Rolls Out Festive Offer 2025 with 'Khushiyan Unlimited' campaign

~Available in 2900+ cities, Across all key categories including consumer durables, mobiles, laptops, jewellery, apparel & e-commerce~

~SBI Card customers can enjoy up to 27.5% Instant Discount across reputed brands~

New Delhi, September 22, 2025: SBI Card, India's largest pure-play credit card issuer, has rolled out an extensive line-up of exciting offers across the country for the festive season 2025 with the 'Khushiyan Unlimited' campaign. Customers can benefit from around 1250+ merchant-funded offers, cashback, and instant discount offers across online and offline platforms in over 2900 cities, including tier 2 and tier 3. The festive offers are applicable on all key categories including consumer durables, mobiles, laptops, fashion, furniture, jewellery, e-commerce and grocery, among others. To ensure that cardholders can make high-value purchases with greater convenience and flexibility, SBI Card has also introduced many EMI-focussed offers in partnership with several revered partner brands.

To add to the festivities, SBI Card is providing exciting instant discount offers on purchases across leading partner brands including Amazon, Reliance Retail group, Max Fashion, Raymonds, Monte Carlo, among many others. Furthermore, SBI Card's EMI-focused offers with up to 27.5% instant discount are being rolled out across popular categories including consumer durables, mobiles, and laptops. Key brands that are participating in this festive offer initiative include Samsung, Haier, LG, Sony, OPPO, vivo, Panasonic, Whirlpool, Bosch, IFB, HP, and Lloyd, among others.

With this diverse range of offers and discounts, SBI Card continues to enhance its customers' overall shopping experience, making it more rewarding with bigger savings, unmatched convenience, and exceptional value.

To know more about festive offers by SBI Card, one can visit www.sbicard.com/festive

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 21 MM+ cards in force. 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.

For further press queries please contact:

SBI Card

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