

Tata Capital & SBI Card launch 'Tata Star Card' in collaboration with Star Bazaar

Driven by the core proposition of bringing customers a rewarding experience and strong savings proposition on grocery purchases at Star

Mumbai, 15th May 2017: Tata Capital & SBI Card today announced the launch of a unique credit card in collaboration with Star Bazaar, a multi-format grocery retail chain present across Mumbai, Pune & Bangalore. Designed for the growing segment of customers who frequently purchase grocery/departmental category items from organized retail stores, the Tata Star Card offers an unmatched value proposition in this segment. Shopping with this card will bring customers 3.5% value back at all Star Bazaar outlets plus the advantage of earning an additional up to Rs. 500 bonus, through Star's loyalty program, every month. This is an exclusive program which gives the customers of Star Bazaar, a cashless and hassle-free shopping experience along with the benefits of Star's popular loyalty program, Clubcard.

The Tata Star Card has been launched in two variants, Platinum and Titanium, which offer a superior savings proposition to the loyal customers of Star. In addition to savings on everyday shopping, the card also offers accelerated rewards on Dining and International spends.

At present, Star Bazaar maintains a robust customer base with majority of its sales coming from its Clubcard members. Now, the retailer has further boosted the privileges of its loyalty program with the objective of making it one of the most rewarding schemes in the market. This initiative by the retail chain is based on incentivizing customers for their monthly shopping. Clubcard will reward customers for shopping throughout the month (across multiple bills) with higher reward points. On shopping of Rs. 2,000 - Rs. 10,000 in a month, customers will be awarded Rs.50 – Rs.500 in the subsequent month.

Speaking at the launch of the card, **Mr. Jamshed Daboo, MD, Trent Hypermarket Pvt. Ltd.** said, *"We have always valued our loyal customers & believed in bringing more value to their purchases. In this view, we have revamped our loyalty program & now partnered with SBI Card & Tata Capital to make the shopping experience at Star more rewarding. We believe this new partnership is a strong proposition & will play a key role in strengthening customer loyalty,"*

Commenting on the initiative, **Mr. Govind Sankaranarayanan, COO – Retail Business & Housing Finance, Tata Capital** said, *"Tata Capital is committed to creating customer centric financial products for its ever-expanding customer base and are pleased to launch the Tata Star Bazaar Card for our existing and future customers, targeted at enhancing our customers' shopping experience. We believe that Star*

Bazaar's proposition coupled with Tata Cards' robust loyalty program will help deliver superior value for our customers and make the purchasing experience at retail outlets more gratifying."

Mr. Vijay Jasuja, CEO, SBI Card said, *"We are pleased to partner with Tata Group once again to bring a rewarding shopping experience to customers of Star. At SBI Card, it is our constant endeavor to forge associations and create products that bring enhanced value to consumers. The Tata Star Card is designed for customers who frequently make Departmental & Grocery category purchases from organized retail stores. This is a growing consumer segment in India and we look forward to offering such customers a strong value proposition on their everyday shopping. We have had a successful association with Tata Group for the Tata Cards. We are confident of repeating this success with the Tata Star card."*

Key features of the Credit Card

- Joining e-gift vouchers from Star worth Rs. 3500 on Tata Star Platinum and Rs. 1000 on Tata Star Titanium Card
- 3.5% value back on purchases at Star Outlets and up to 5% value back at select Tata outlets
- Complimentary loyalty program membership to Star, Star Clubcard with a chance to earn a bonus up to Rs. 500 every month as well as other membership benefits
- 3 Reward Points per Rs. 100 spent on Dining, Grocery and International spends.
- 1 Reward Point per Rs. 100 on other retail spends
- Milestone benefits of Rs. 3000 on annual spends of Rs. 300,000 and Rs. 400,000 each on Platinum variant
- Instant reward redemption against purchases at Star & other participating Tata outlets such as Westside, Croma, Ginger, Tanishq and Titan
- Joining and renewal fees are Rs. 2999 for Platinum variant and Rs. 499 for the Titanium variant

About STAR:

Star (a unit of Trent Hypermarket Pvt. Ltd.), a Tata-Tesco enterprise, is a multi-format retail chain present in Maharashtra and Karnataka. Star is positioned to provide a modern shopping environment for customers to shop across multiple product categories with a focus on Fresh produce, Customer Service, and Convenience. Star operates 41 stores across Mumbai, Pune, Kolhapur and Bengaluru.

About Tata Capital:

Tata Capital Limited, a holistic financial services provider caters to the diverse needs of retail, corporate and institutional customers, directly or indirectly through its subsidiaries. Its range of offerings includes Consumer Finance, Advisory Services, Commercial Finance, Infrastructure Finance, Securities, Investment Banking, Private Equity Advisory, Credit Cards and Travel & Forex Services. For more information about Tata Capital, please visit www.tatacapital.com.

About SBI Card:

SBI Cards and Payment Services Private Limited (SBI Card) is an Indian financial services company to offer Indian consumers extensive access to a wide range of world-class, value-added payment products and services. Presently, the brand has a wide customer base of over 4.5 million. With a market share of 15%, SBI Card operates through over 90 locations in India. SBI Card is based on the value proposition of "Make Life Simple".

Visit www.sbicard.com for more details.

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