

# press release

## **Standard Chartered Bank, MasterCard and Landmark Group to introduce Shukran credit cards in the UAE**

### ***Standard Chartered MasterCard Shukran World & Shukran Titanium Credit Cards offer unsurpassed savings and rewards on retail and hospitality purchases***

**Dubai - 15, March 2015** - Standard Chartered Bank, MasterCard and Landmark Group have announced today their partnership to introduce two new credit cards to the UAE market – *Standard Chartered MasterCard Shukran World* and *Standard Chartered MasterCard Shukran Titanium*. The new credit cards will allow cardholders to collect and use Shukran points with just one card providing high levels of convenience and reward earning power. The cards also come with an introductory offer, whereby all members receive discount vouchers worth AED 1000, when they receive the card.

The Standard Chartered MasterCard Shukran World credit card offers up to 10 per cent of their total purchases as Shukran points at any participating store. Also, for the first time, Shukran members will have the unique opportunity to earn Shukran Points on all their purchases made using the card. The card also offers customers 50 per cent discount on movie tickets at VOX cinemas and complimentary access to over 500 Airport lounges worldwide with LoungeKey, the world's largest independent airport lounge programme.

The Standard Chartered MasterCard Shukran Titanium Credit Card, offers cardholders up to 7.5 per cent of their total purchases as Shukran points at any participating store. Titanium cardholders can also earn points on all their purchases, and gain complimentary Lounge Access across airports in the Middle East.

Shukran points can be earned and redeemed in more than 400 stores in the UAE, encompassing over 40 brands covering diverse categories including fashion, home, electronics, footwear and accessories, sportswear, and hospitality amongst others. Brands under the

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Shukran umbrella include Landmark Group's own core brands – Centrepont, Babyshop, Splash, Shoe Mart, Lifestyle, Max, Shoexpress, Home Centre, Emax amongst others and a host of franchise brands like – New Look, Koton, Steve Madden, Kurt Geiger etc. It also offers shoppers the unique opportunity to earn and redeem points online at [www.landmarkshops.com](http://www.landmarkshops.com).



from left to right: Mohsin Nathani, Chief Executive Officer UAE, Standard Chartered Bank; Vipen Sethi, Chief Executive Officer, Landmark Group & Raghu Malhotra, Division President, Middle East and North Africa, MasterCard.

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*from left to right: Raghu Malhotra, Division President, Middle East and North Africa, MasterCard ; Vipen Sethi, Chief Executive Officer, Landmark Group and Mohsin Nathani, Chief Executive Officer UAE, Standard Chartered Bank*

**Commenting on the partnership, Mohsin Nathani, CEO Standard Chartered, UAE said:**

“We are pleased to partner with Landmark and MasterCard to introduce yet another innovative product to our customers. These co-branded credit cards with one of the region’s largest retail and hospitality groups are designed to offer cardholders the exclusive benefits of both the issuer and the commercial partner. Standard Chartered always looks at ways to fill gaps in the market and the launch of these co-branded credit cards is a step towards rewarding clients for their loyalty and retail spend. We have been partners of Landmark Group for more than 20 years and we are now honoured to take this partnership to a whole new level by introducing these market-leading products.

“The UAE remains one of our most important markets globally and we continue to invest in our partnerships and product capabilities here,” Nathani added.

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This is the first time that an international bank partners with one of the largest retail and hospitality conglomerates in the region to offer credit cards that provide cardholders with unprecedented and rewarding shopping and leisure experience. The cards offer clients the opportunity to enjoy the benefits of the Shukran Rewards programme, the Middle East's largest and most successful retail loyalty programme from the Landmark Group.

**Vipen Sethi, CEO Landmark Group, said:**

“Shukran today is the largest retail loyalty programme in the region with over 10 million members. Our members enjoy a wide host of special benefits, discounts, promotions and offers across our brands making Shukran a truly exceptional programme. The new co- branded credit card will bring greater choice, more value and added privileges for all members. We are delighted to partner with Standard Chartered and MasterCard, we believe that this new relationship will enable us to deliver a more fulfilling and rewarding shopping experience to all our customers.”

“Building new partnerships across all the countries we operate in is our key focus for Shukran in the coming years. Our aim is to constantly enhance and enrich our customer experience giving them greater opportunity to earn points. Collaborating with other strong partners will ensure we achieve this goal.”

**Raghu Malhotra, Division President, Middle East and North Africa, MasterCard** explained:

“Recent reports on the retail industry in the UAE have suggested that significant growth can be expected this year, spurred by the growing tourism sector,”

“In light of this trend, we are very pleased to collaborate with Standard Chartered Bank and the Landmark Group to launch these payment solutions that offer cardholders a range of rewards and privileges that make their shopping and payment experiences priceless.”

Landmark Group’s Shukran programme is present in eight countries in the Middle East, encompassing over 50 retail and hospitality brands and over 1,500 outlets. Shukran offers a

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world of privileges, enriching rewards and an enhanced customer experience for all its members.

Standard Chartered Bank has been operating in the UAE since 1958 and it operates the largest banking distribution network among international banks operating in the UAE with 11 branches, five Electronic Banking Units and more than 80 ATMs and Cash Deposit Machines spread across the country.

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**Note to editors:**

**Standard Chartered:**

We are a leading international banking group, with more than 90,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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## **About Shukran**

Landmark Group's Shukran program is the largest and most successful loyalty program in the region with a strong membership base of over 10 million across 8 countries in the Middle East.

The program covers over 50 retail and hospitality brands and its members can shop in over 1,500 outlets encompassing a variety of categories such as clothing, footwear, accessories, home furnishings, electronics, sports goods, restaurants and more. The card is free of cost and customers can earn rewards with every purchase even during sale season. One of the program's key feature is 'Earn and Redeem' which allows customers to earn and redeem points as per their convenience.

Shukran also offers its members a host of other features such as personalized shopping suggestions, fortnightly offer alerts, an easy to use mobile app, 365 days customer service and much more. For more information on the Shukran program, please visit [www.shukranrewards.com](http://www.shukranrewards.com)

## **About Landmark Group**

Founded in 1973 in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail organizations in the Middle East, Africa and India. An international, diversified retail and hospitality conglomerate that encourages entrepreneurship to consistently deliver exceptional value, the Group operates over 1,900 outlets encompassing over 25 million square feet across the Middle East, Africa and the Indian sub-continent.

Landmark Group has a strong workforce of over 50,000 employees and provides a value-driven product range for the family through its retail concepts: Centrepunkt, Babyshop, Splash, Shoe Mart, Lifestyle, Iconic, SportsOne, Max, Shoexpress, Home Centre, Home Box, Emax, and LandmarkShops.com. In addition to the brands developed in-house, the Group also holds the franchise rights for some of the world's leading fashion and footwear brands in the countries where it operates.

The Group has also diversified in the leisure, food, hospitality and healthcare segments with Landmark Leisure, Balance Wellbeing 360, Citymax Hotels, Candelite, Fitness First and Foodmark, the restaurant division, which operates the Group's own and franchise food outlets and iCARE Clinics, primary healthcare clinics for the family. For more information please visit, [www.landmarkgroup.com](http://www.landmarkgroup.com)