

press release

Standard Chartered Bank launches “DigiSmart” Credit card

- *Card provides attractive benefits for digital transactions with partner entities*

September 03, 2019 – Mumbai (India): Standard Chartered Bank today announced the launch of its “DigiSmart” credit card focused primarily on the ever-growing segment of millennials. This credit card will offer instant discounts* and benefits across key e-commerce categories of travel, entertainment, fashion, groceries and food delivery round the year.

This credit card is available for a nominal monthly fee of Rs 49. However, this fee will be waived off if the spends of the customer are Rs 5,000 or more in the previous month.

In the initial phase, Standard Chartered has partnered with marquee brands Myntra, Grofers, Yatra, Zomato, Ola and INOX to provide a unique multi-brand product for its clients.

Jinesh Shah, Managing Director – credit cards, personal loans, mortgages & payments, Standard Chartered, India, said, “The launch of Standard Chartered ‘DigiSmart’ credit card reaffirms our commitment to bring in enhanced products to address the evolving demands of our customers. The credit card industry has been growing rapidly over the last few years due to increased consumerism. Today’s upwardly mobile youth are keen to adopt latest trends in fashion, food and entertainment leading to a rising demand for simple credit products. We truly believe that the “DigiSmart” credit card is a product which brings in convenience along with the benefit of attractive offers.”

For further information please contact:

Rahul Virkar
Head – External Communications
Standard Chartered
+91 22 61158632
rahul.virkar@sc.com

* Terms and conditions apply. For details, visit: <https://www.sc.com/in/credit-cards/digismart-card/>

Note to Editors:**About Standard Chartered:**

We are a leading international banking group, with a presence in 60 of the world's most dynamic markets and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and 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.

For more stories and expert opinions please visit Insights at [sc.com](https://www.sc.com). Follow Standard Chartered on Twitter, LinkedIn and Facebook.

About Standard Chartered, India

Standard Chartered Bank is India's largest international bank with 100 branches in 43 cities, and we have been operating here since 1858. Key business segments include Corporate & Institutional Banking, Commercial & Private Banking as well as Retail Banking.

For more information, visit <https://www.sc.com/in/>