

press release

Standard Chartered ties up with Pinpoint India Pvt Ltd. to offer an enhanced rewards proposition for Premium Cardholders

Mumbai, June 1 , 2011: Standard Chartered Bank, India's largest international bank, has launched 'Bonus Points' to enhance the reward earning potential for its Premium Credit Cardholders. The bank has tied up with Pinpoint India Pvt Ltd. to accelerate reward points for customers when transacting at multiple Bonus Points Partners across India.

In addition to reward points, Standard Chartered Credit card customers will automatically earn Bonus Points, every time they use their eligible credit cards* to shop at participating merchants. These merchants include Croma, Vodafone, Wills Lifestyle, The Leela Palaces and Hotels, Marriott Hotels, Cox & Kings, Jimmy Choo, Bottega Veneta, VLCC and many more.

Commenting on the initiative, **Shyamal Saxena, Head of Retail Banking Products, Standard Chartered Bank, India** said, "This initiative underlines our commitment to offering customers innovative services that are unmatched in the industry. Through our association with Pinpoint India, customers will find immense value in the additional benefits offered by this unique program."

Cardholders can also earn Bonus Points across a large number of local merchants such as optometrists, beauty salons, boutiques, florists, jewellers, book stores and restaurants. Bonus Points are earned every day of the year, even during sales.

Standard Chartered Bank in India

Standard Chartered Bank is India's largest international bank with 94 branches in 37 cities, a combined customer base of around 2 million retail customers and more than 2,000 corporate and institutional relationships. Key businesses comprise Consumer Banking, including deposits, loans, wealth management, private banking and SME banking; and Wholesale Banking, which includes cash transaction banking, treasury, corporate finance and custody services. For more information, visit www.standardchartered.co.in

About Pinpoint India

Pinpoint India who is facilitating the program is part of the Pinpoint Group (Head office in Sydney, Australia) is the market leader in the Asia Pacific region for loyalty reward programs having developed programs for more than 20 Banks in Australia, New Zealand, Taiwan, China and now India. Pinpoint currently communicate with over 50 million cardholders and more than 20,000 Merchants participating in their reward programs across Asia Pacific

For further information, please contact:

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