

Press Release

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Standard Chartered Bank goes Digital

Launches India's first instant online Credit Card approval solution

Standard Chartered Bank, India's largest international bank has gone digital, launching India's first instant online Credit Card approval solution, which will enable a customer to apply for a card online and receive an 'Approval In Principle' (AIP) almost instantly.

Standard Chartered will extend this process to several other Consumer Banking products over the next few months, making the more convenient for millions of customers.

"The online Credit Card AIP is poised to revolutionise customer experience with its instant feedback feature," said Sanjeeb Chaudhuri, Regional Head, South Asia & Chief Marketing Officer, Consumer Banking. "Digital solutions are the future of banking and Standard Chartered is leading the way in making digital channels an important and integral part of the way customers bank."

With the digital application process, the customer can apply for a credit card online at his or her convenience. From a customer-friendly dedicated internet page accessible directly or through our website <https://apply.standardchartered.co.in/credit-card>, the customer can browse through various options available and apply for his or her preferred card.

The online application process involves verification of key customer details such as the Permanent Account Number, mobile number, email ID and credit history through CIBIL, and other internal eligibility criteria.

The AIP will be followed by a final approval after completion of 'Know Your Customer' and credit approval processes.

Standard Chartered has always been at the forefront in launching technology solutions to provide convenience and improve customer experience using channels of the future such as the Internet and the mobile phone. Standard Chartered's mobile banking application, Breeze Mobile, is one of the leading mobile banking applications in the industry in India and in several other Asian countries.

The proposed solution also has a robust Customer Relationship Management feature which will enable us to support the customer in a more holistic way.

Standard Chartered will soon launch digital options for more of its popular Consumer Banking products.