

## Yatra.com and Standard Chartered launch India's First Travel Cashback cum Reward Card

### Co-brand cardholders will get exclusive benefits for travel bookings through Yatra.com

**30th, October, 2012** – Standard Chartered today launched the 'Standard Chartered Yatra Platinum Credit Card', in collaboration with Yatra.com, one of the leading travel portals in India. The card offers a suite of benefits to credit-card customers when they make travel reservations on Yatra.com besides their regular shopping and other spends.

The co-branded card offers wide ranging benefits including Cashback and accelerated reward points on spends at yatra.com, and travel discount vouchers and free tickets.

Some of the attractive benefits that the card holder will get are:

- ✓ 10% Cashback on all travel spends at Yatra.com.
- ✓ Waivers on Yatra.com Domestic Air cancellation fees for all tickets booked on Yatra.com
- ✓ On-boarding vouchers: Discount vouchers ranging from Rs.4,000 to Rs.8,500 for travel reservations across Air, hotels and holiday packages
- ✓ 4 Reward points for every Rs. 100 spend on Yatra spends.
- ✓ Fuel Surcharge waiver on all fuel spends and many other benefits

**Commenting on the launch Mr. Sanjeeb Chaudhuri, Regional Head, South Asia & Group CMO, Standard Chartered Bank said**, "Indian travel industry is growing by leaps and bounds. In the cluttered market of travel services, we see the need among customers for services that will not just facilitate their travel reservations but also reward them for their spends. The Standard Chartered Yatra Card offers attractive travel benefits and rewards, and is tailor-made to keep pace with the rapidly growing demands of frequent business and leisure travellers in India. Standard Chartered has always been at the forefront in launching products that offer value and provide convenience to customers. We are confident that The Standard Chartered Yatra Card will provide a differentiated offering in the market."

**Mr. Sharat Dhall, COO, Yatra.com said** "Owing to our vision of Creating Happy Travellers, we strongly believe in innovating and transforming to accomplish the utmost customer satisfaction. This tie up is our endeavour to meet the ever evolving customer needs and power them with creative solutions combined with leisure and entertainment. We are delighted to launch this travel cum rewards card that will enable the customer to not only enjoy discounts on their travel bookings but will also keep a record of the points accumulated that can be redeemed."

To avail this facility, customers can apply for the card online at the bank's website or at any of its branches.

### **About Standard Chartered**

Standard Chartered Bank is India's largest international bank with 94 branches in 37 cities, serving 60,000+ SMEs, over 2,000 key Corporate and Institutional Relationships and approx 2 million retail customers. 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](http://www.standardchartered.co.in)

### **About Yatra.com**

Yatra.com is India's leading online travel company. Positioned as a brand "Creating Happy Travellers", it provides information, pricing, availability, and booking facility for domestic and international air travel, railway reservation, hotel bookings, holiday packages, buses, and car rentals. We offer a host of travel services designed to make business and leisure travel easier.

Based in Gurgaon, India, Yatra is a one-stop-shop for all travel-related services. A leading consolidator of travel products, Yatra.com provides reservation facility for more than 5,000 hotels across 336 cities in India and over 90,000 hotels around the world. Through continued excellence in providing travel solutions, responses to booking travel online through Yatra.com have also reached new heights with the company doing 20,000 domestic tickets and 1000 hotels and holiday packages booking a day.

Customers can access Yatra.com through multiple ways: through our user-friendly website, 24x7 multi-lingual call center, a countrywide network of Holiday Lounges and Yatra Travel Express stores or through their mobile phones. Yatra.com provides booking facility for all the popular as well as exotic national and international destinations. Launched in August 2006, Yatra is today ranked as the leading provider of consumer-direct travel services in India. Yatra.com has emerged as the most trusted travel brand in India and we were recently voted 'Most Trusted Brand of India' in the online travel category by Brand Equity, and also received the coveted most preferred online travel company award twice at the CNBC/Awaaz Consumer Travel Awards.