

**July 29, 2026**

**The BSE Limited**

Corporate Relationship Department.  
P J. Towers.  
Dalal Street, Fort  
Mumbai - 400 001

**The National Stock Exchange of India Limited**

Exchange Plaza,  
Bandra-Kurla Complex.  
Bandra (E), Mumbai - 400 051

SCRIP CODE: **543066**

SYMBOL: **SBICARD**

SECURITY: **Equity Shares/Debentures**

SECURITY: **Equity Shares**

Dear Sirs,

**Re: Disclosure under Regulation 30 and 51 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release**

Pursuant to Regulation 30 and 51 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we attach herewith the copy of press release titled “SBI Card and Google Pay Launch Co-Branded Google Pay Flex SBI Card”.

The same is also being uploaded on the website of the Company [www.sbicard.com](http://www.sbicard.com).

Kindly take the same on record.

Thanking you,

Yours faithfully,

**For SBI Cards and Payment Services Limited**

**Payal Mittal Chhabra**

**Chief Compliance Officer & Company Secretary**

**Date and Time of Event: - July 29, 2026 at around 03:00 PM**

Enclosed: As above

**SBI Cards and Payment Services Ltd.**

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CIN - L65999DL1998PLC093849



Press Release

## **SBI Card and Google Pay Launch Co-Branded Google Pay Flex SBI Card**

- Rewards customers on big or small spends, while simplifying everyday transactions by offering a unified digital payments experience
- Avail instant rewards, flexible payment options, and seamless account management through the Google Pay app

**New Delhi, July 29, 2026:** SBI Card, India's largest pure-play credit card issuer and Google, jointly announced the launch of 'Google Pay Flex SBI Card' as part of the Flex by Google Pay offering. The Google Pay Flex SBI Card is designed to simplify and elevate the everyday payment experience, delivering a convenient blend of rewards, flexibility, and security. This partnership brings together SBI Card's trusted credit card expertise and Google Pay's digital ecosystem to deliver a simple yet enhanced payments experience.

The Google Pay Flex SBI Card turns everyday spending into rewarding experiences by enabling customers to earn Stars on all value purchases, with instant redemption at the time of payment, offering customers immediate value on spends. Customers can earn up to 18,000 Stars as reward points yearly on everyday spends, while earning up to 8 Stars for every cumulative ₹500 spent. The credit card enables customers to earn reward points across a wide range of categories including groceries, bill payments, travel bookings, utility payments, shopping, and more, across online and in-store outlets. To offer financial flexibility, customers also have the option to convert their latest outstanding bill into convenient EMI's.

Designed to simplify everyday payment experience, the credit card offers customers an integrated digital journey, enabling them to conveniently apply for the card, make payments, earn rewards, and manage their account within the Google Pay app.

The contactless credit card is available on the RuPay and VISA payment networks, offering cardholders the choice to select their preferred payment network. The RuPay variant can be linked to UPI, enabling seamless transactions across millions of UPI merchants nationwide. Both variants can be tokenised on Google Pay for the convenience of tap-to-pay at millions of merchant outlets.

**Salila Pande, Managing Director & Chief Executive Officer, SBI Card,** said, *"At SBI Card, our focus is on creating best-in-class products that make transactions simpler, seamless, and more relevant for our customers. Launch of the Google Pay Flex SBI Card is a significant step in that direction. By combining convenience, meaningful rewards, flexibility, and security, the distinctive card will redefine everyday payment experience in India. As India's digital payment ecosystem continues to evolve, we remain committed to building more such innovative and customer-centric products that create long-term value."*



**Sharath Bulusu, Senior Director, Google Pay, said** *"We are helping re-imagine credit for India with the Google Pay Flex SBI Card, to make it as ubiquitous and accessible as daily UPI payments. Available on both the RuPay and VISA payment networks, this digital credit card democratizes financial access, delivering instant application, flexible repayments, and instant rewards to empower millions with greater control over their daily finances."*

### **Google Pay Flex SBI Card Key Highlights:**

The Google Pay Flex SBI Card offers a range of value-added benefits designed to enhance the customer experience. Cardholders receive a welcome gift worth ₹1000. Customers can also accelerate their rewards by earning up to 4 Stars for every ₹500 spent upon reaching ₹15,000 spends during the current billing cycle and avail up to 8 Stars for every ₹500 spent on achieving spends of over ₹30,000 in the current billing cycle. The joining and annual renewal fee of the card is ₹499 plus applicable taxes. The co-branded card also offers a spend-based renewal fee reversal on achieving annual spends of ₹1,00,000.

#### **Welcome Benefit:**

- Welcome gift worth ₹500 will be credited on first payment via Google Pay
- Additional Stars worth ₹500, on joining fee payment will be credited to Google Pay account

#### **Reward Benefits:**

- Activation Benefit: Earn 2 Stars for every ₹500 spent cumulatively on eligible transactions, during the first two reward cycles
- Accelerated Program: Earn 2 Stars for every ₹500 spent cumulatively on eligible transactions, provided the minimum eligible amount spent is ₹100 in the previous statement cycle
- Base Program: Cardholders shall earn 1 Star for every ₹500 spent cumulatively on eligible transaction categories using this credit card

#### **Milestone Benefits:**

- Avail up to 4 Stars for every cumulative ₹500 spent on achieving spends of more than ₹15,000 in the current billing cycle
- Avail up to 8 Stars for every cumulative ₹500 spent on achieving spends of more than ₹30,000 in the current billing cycle

#### **Spend Based Reversal:**

- The joining and annual renewal fee of the card is ₹499 plus applicable taxes
- Reversal of renewal fee on achieving spends of ₹1,00,000 in the previous year





#### **Pay with Reward Points (Stars):**

- Redeem Stars instantly while making UPI payments using the Google Pay Flex SBI Card on Google Pay App to earn instant credit, or against an array of exclusive vouchers on the Google Pay App.
- 1 Star = ₹1

#### **Pay in EMI:**

- Convert the latest outstanding bill into easy EMI's

#### **About SBI Card**

SBI Cards and Payment Services Limited ('SBI Card') is a non-banking financial company that offers extensive credit card portfolio to individual cardholders and corporate clients which includes lifestyle, rewards, travel & fuel, and banking partnership cards along with corporate cards covering all major cardholder' segments in terms of income profile and lifestyle. The brand has a wide base of over 22.6 MM+ cards-in-force. SBI Card has a diversified customer acquisition network that enables the organisation to engage prospective customers across multiple channels. SBI Card is a technology driven company.

The Company is listed on National Stock Exchange of India Ltd. ("NSE") and BSE Ltd.('BSE").

P.S. The brand name of the company is '**SBI Card**', and it is registered in the name of '**SBI Cards and Payment Services Limited**'. The company is trading under the entity name '**SBICARD**' on stock exchanges.

For further press queries please contact:

#### **SBI Card**

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#### **Perfect Relations for SBI Card**

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#### **About Google:**

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.