

October 28, 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 “Air India and SBI Card to launch co-branded credit card soon”.

The same is also being uploaded on the website of the Company www.sbicard.com.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For SBI Cards and Payment Services Limited

PAYAL MITTAL
CHHABRA

Digitally signed by PAYAL MITTAL
CHHABRA
Date: 2026.10.28 13:48:51 +05'30'

Payal Mittal Chhabra

Chief Compliance Officer & Company Secretary

Date and Time of Event: - October 28, 2026 at around 12:30 PM

Enclosed: As above

AIR INDIA AND SBI CARD TO LAUNCH CO-BRANDED CREDIT CARD SOON

Industry leading organisations across airlines, credit cards and payment networks unite to curate new co-brand credit card program

Gurugram, 28 October 2026: Air India, India's leading global airline, and SBI Card, India's largest pure-play credit card issuer, today announced having entered a partnership to develop a new co-brand Visa-powered credit card program that will offer a rewarding suite of travel and lifestyle benefits to members of Air India's Maharaja Club loyalty programme.

The partnership combines the complementary strengths of three leading organisations across airlines, credit cards, and payment network, to create a compelling proposition for Air India's fast-growing base of frequent flyers and loyalty members.

As India's flag carrier, Air India has a long and distinguished history of connecting India to the world. SBI Card brings trusted credit card expertise, deep experience of serving Indian customers, and a strong understanding of their evolving payment needs. With over four decades of presence in India, Visa combines its technology leadership with the scale of its global payments network and an extensive experience in building successful co-brand partnerships around the world.

Nipun Aggarwal, Chief Commercial Officer, Air India, said, "As we transform every aspect of the customer journey with Air India, from a modernising fleet and world-class cabin products to an expanding global network, we are also building one of India's most compelling loyalty ecosystems with Maharaja Club. We see a tremendous opportunity to create a co-brand credit card that is unmatched in its ability to reward customers for both their everyday earning and their travel & lifestyle aspirations. Together with SBI Card and Visa, our goal is to build India's most compelling travel credit card programme and make Maharaja Club the loyalty currency of choice for millions of Indians."

Salila Pande, Managing Director & Chief Executive Officer, SBI Card, said, "As travel aspirations evolve and customers seek experiences that offer greater value and convenience, we see a significant opportunity to redefine the role of credit cards in their travel journeys. At SBI Card, our focus remains on developing differentiated credit card propositions that are aligned with evolving customer preferences, unique spending needs, and lifestyle aspirations. Through this strategic partnership, we aim to create a compelling travel-focussed credit card that delivers rewarding experiences to customers. This partnership marks another significant step towards delivering innovative payment solutions for customers and expanding customer choice."

Suresh Sethi, Group Country Manager, India and South Asia, Visa, said, "Our partnership with Air India and SBI Card reflects a shared ambition to shape the next generation of payment experiences - where every transaction adds greater value to the journey. By bringing together Visa's trusted global network and decades of co-brand expertise, we aim to create a compelling proposition that elevates travel for Air India and SBI Card customers in India and around the world."

With a simplified structure, a host of customer-friendly features, renamed tiers, and an updated identity, Maharaja Club has added over five million new members since the programme was redesigned in 2024. Maharaja Club members are now able to earn and redeem Maharaja Points on flights operated by Air India and Air India Express to and from 104 destinations across North America, Europe (including the UK), Australia, Middle East, Africa, Southeast Asia, South Asia, in addition 25 other Star Alliance member airlines. Maharaja Club's partnerships with over 100 other brands across categories, including hospitality, retail, lifestyle and financial services, enables members to earn Maharaja Points across a broad range of travel and everyday spends.

About Air India Group

The Air India Group – comprising full-service global airline, Air India, and value carrier, Air India Express – is spearheading a new era of Indian aviation. The Air India story began in 1932 when JRD Tata piloted the airline's inaugural flight and opened the skies for aviation in India. Today, Air India Group employs more than 30,000 people, operates over 300 aircraft and carries travellers to 60 domestic and 51 international destinations across five continents.

Returning to Tata Sons in 2022 following 70 years under Government ownership, Air India Group is in the midst of a five-year transformation programme, Vihaan.AI. As part of the transformation, Air India has placed orders for 600 new aircraft. In addition to taking new aircraft deliveries, Air India is progressively retrofitting all its legacy aircraft.

The Air India Group operates South Asia's largest aviation training academy in Gurugram, India. The construction of a new flying school and a greenfield maintenance base is in progress.

With transformation underway across all facets of the business and India's rich legacy of hospitality, Air India is committed to being a world class global airline with an Indian heart.

For more news on Air India, visit <http://www.airindia.com/newsroom>

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 around 2.32 crore cards-in-force as of Sept 2026. 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.

PRESS CONTACTS

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