



fbb and SBI Card introduce Co-branded Credit Card with Unique Benefits & Rewards

*~Offers lifetime FLAT 10% discount on Fashion Apparel, accessories & Footwear~
~Rs 500 worth joining gift, 10X bonus reward points for every Rs100 spent at fbb & Big Bazaar~*

Mumbai, 2nd December, 2014: fbb, the fashion destination of the Future Group and **SBI Card**, India's leading Credit Card issuer launched a distinct shopping credit card for the Indian customers. The new STYLEUP Card will provide the best shopping experience to their loyal customers. With an unmatched proposition, the STYLEUP Card will offer a lifetime Flat 10% discount on Fashion Apparel, Fashion Accessories & Footwear at all fbb and Big Bazaar Stores. Moreover, the customers will also get 10X rewards on all Big Bazaar purchases.

Said **Ms. Arundhati Bhattacharya, Chairman, SBI Bank**, "SBI Card has been witnessing a strong year on year growth in the last few years. The tie-up with Future Group is to fuel this performance by entering into high growth retail sector that is expected to increase to more than USD 800 Billion by 2015."

Speaking on the occasion, **Mr. Kishore Biyani, Group CEO, Future Group** said, "Our continuing endeavor is to give best value to our customers. We are excited about this proposition. fbb's leadership in fashion offering and SBI Card's leadership in the credit card space will enable us to offer a unique and valuable shopping experience for our customers."

fbb which has become the first choice for trendy yet affordable fashion among the youth of India in a short span of time, is all set to take a big leap forward with the STYLEUP Credit Card. The STYLEUP Credit Card comes with Rs 500/- Gift Voucher from fbb (Fashion at Big Bazaar), for the new customer. In addition to the joining gift, the new STYLEUP Credit Card will offer 10X bonus reward points for every Rs. 100 spent on all Big Bazaar & fbb outlets and on dining spends. Customers can redeem reward points earned against fbb gift vouchers.

Speaking on the new launch, **Mr. Vijay Jasuja, CEO, SBI Card** said, "This card is a value addition to the existing services for customers. With the launch of this card, both fbb and SBI Card, wish to reach out to all the customers across India and provide them with a rewarding shopping experience."

The key benefits of using the STYLEUP Credit Card are listed below:

Highlights of the STYLEUP Card

- Flat 10% discount on all fbb spends
- Joining gift voucher of Rs. 500 from fbb
- 10X rewards on all purchases at fbb & Big Bazaar
- 10X rewards on all dining spends
- 2,000 Bonus reward points as anniversary gift
- 2.5% Fuel surcharge waiver



The card will be sourced from all fbb and Big Bazaar stores.

Please visit sbicard.com for the detailed offer terms

This co-branded card has been designed to ensure that consumers are able to benefit from the exclusive offers by fbb and exceptional services offered by SBI Card.

About fbb

fbb, Fashion hub of India has been the face of affordable fashion destinations in India since 2008. With a mission to make India *Thoda aur stylish*, its philosophy reinstates the fact that it doesn't cost much to be stylish with fbb. It believes in aspirational value fashion.

From business meeting to casual resort wear, from versatile ethnics to comfortable home wear, fbb creates exclusive merchandise for its audience under its own private labels. With a wide variety to choose from, fbb has something in store for everyone.

fbb targets a youthful audience in India that wishes to stay synonymous with current trends. The brand spreads across all the metro cities, mini metros and also penetrates well in tier II cities.

About SBI Card

SBI Cards and Payment Services Private Limited (SBI Card) is a joint venture between State Bank of India and GE Capital to offer Indian consumers extensive access to a wide range of world-class, value-added payment products and services. The partners have set up two joint venture companies to develop a credit card business in India -- SBI Cards & Payment Services Pvt. Ltd., which focuses on the marketing and distribution of SBI Cards and GE Capital Business Processes Management Services Pvt. Ltd., which handles the technology and processing needs of SBI Card. Visit www.sbicard.com for more details.