

Business Standard

Banks look to tie up with online players to offer credit cards based on spending patterns

Aims to tap first time credit card users for smaller credit usages

Nupur Anand | Mumbai June 24, 2016 Last Updated at 00:43 IST



In a bid to capture first-time credit card users, banks are looking at tying up with e-commerce and other digital entities to offer instant credit cards to customers, based on their spending patterns. HDFC Bank, which has the country's largest credit card base, is one of the players mulling such tie-ups. "For instance, if a customer is using a particular taxi application every day and is spending about Rs 5,000 on it every month, we can tie up with the company and get an idea about how they spend. Since I already have the address, spending patterns etc., with a tie-up I can ...

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