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South Indian Bank, SBI Card to launch co-branded credit card

By ET Bureau | Updated: Aug 12, 2016, 08.04 PM IST

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South Indian Bank, leading private sector bank, and **SBI Card**, one of India's leading **Credit Card** issuers, on Friday, announced the launch of co-branded credit cards for the customers of South Indian Bank.

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Through this alliance South Indian Bank and SBI Card will launch two variants of credit card on VISA platform, namely South Indian Bank Platinum SBI Card and South Indian Bank SimplySAVE SBI Card.

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While the South Indian Bank Platinum SBI Card has been designed keeping in mind the premium customers and offers features in line with their lifestyle habits, the South Indian Bank SimplySAVE SBI Card is aimed at the value conscious consumers and offers rewards and features that take into account the spending requirements of customers who want accelerated rewards from their credit card.

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