

April 29, 2022

The BSE Limited

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

SCRIP CODE: **543066**

SECURITY: Equity Shares/Debentures

Dear Sirs,

The National Stock Exchange of India

Limited

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

SYMBOL: SBICARD

SECURITY: Equity Shares

Re: <u>Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations</u>, 2015 - Copy of Presentation made for Analysts/Investors on Financial Results

In compliance with the provisions of Regulation 30 read with Schedule III Part A of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith a copy of presentation made for Analysts/Investors on Financial Results of the Company for the quarter and the year ended March 31, 2022

Kindly take the same on record.

Thanking you,

Yours faithfully,

For SBI Cards and Payment Services Limited

Payal Mittal Chhabra

Company Secretary & Compliance Officer

Investor Presentation Q4 FY22

April 29, 2022

OSBI card



Q4 FY22 Key Highlights



Strong business performance driving higher profits PAT ₹ 581 Cr, ▲ 231% YoY

Sustained business growth

- New accounts at 1MN+, ▲ 27% YoY
- Spends at ₹ 54,100 Cr+ ▲ 51% YoY
 - o Retail spends at ₹ 41,800 Cr+, ▲ 40% YoY; Corporate Spends at ₹ 12,200 Cr+ ▲ 102% YoY
- Receivables at ₹ 31,281 Cr, ▲ 25% YoY

Robust financials

- Total revenue at ₹ 3,016 Cr, ▲ 22% YoY
- PAT at ₹ 581 Cr, ▲ 231% YoY
- ROAA at 7.0%, ▲ 438 bps YoY and ROAE at 30.4%, ▲ 1921 bps YoY

Improvement in Asset quality continues

- GNPA at 2.22%, ▼ 278 bps YoY (4.99% as of Mar'21) and NNPA at 0.78%, ▼ 37 bps YoY (1.15% as of Mar'21)
- Management overlay at ₹ 51 Cr (RBI RE at ₹ 287 Cr less than 1% of receivables)
- Healthy capital adequacy, CAR at 23.8%, Tier 1 at 21.0%

New Products

Cobrand with Nature's Basket

Executive Summary Q4 FY22 (vs Q4 FY21)



Profitable operations

PAT ₹ 581 Cr, ▲ 231% YoY

Market Share (FY22)*

Cards in force 18.9% (FY21 19.1%), Spends 19.2% (FY21 19.4%), Transactions 19.8% (FY21 19.7%)

Growing Portfolio

▲ 16% YoY in cards, ▲ 51% YoY in spends,▲ 25% YoY in receivables

Asset Quality

GNPA @ 2.22%, NNPA @ 0.78% Management overlay at ₹ 51 Cr

Adequate liquidity

Diversified borrowings mix, adequate banking limits available.

Healthy CAR @ 23.8%, T-1 @ 21.0%

PAT 581

▲ 231%/ ▲ 51 %

ROAA 7.0%

▲438 bps/▲192 bps

ROAE 30.4%

▲1921bps/▲914 bps

CAR 23.8%

▼ 92 bps/**▼** 41 bps

Receivables

31,281

▲ 25%/ ▲ 7 %

NNPA

0.78%

▼ 37 bps / **▼** 5 bps

Cards in Force
1.38 Cr

▲ 16%/▲ 5%

Spends 54,134

▲ 51%/ ▼ 2%

▲/ ▼ Represents YoY growth over Q4 FY21

▲/ ▼ Represents QoQ growth over Q3 FY22

GNPA 2.22% in Mar'22 vs 4.99% in Mar'21 and 2.40% in Dec'21

Executive Summary FY22 (vs FY21)



Profitable operations

PAT ₹ 1,616 Cr, ▲ 64% YoY

Market Share (FY22)*

Cards in force 18.9% (FY21 19.1%), Spends 19.2% (FY21 19.4%), Transactions 19.8% (FY21 19.7%)

Growing Portfolio

▲ 16% YoY in cards, ▲ 52% YoY in spends,▲ 25% YoY in receivables

Asset Quality

GNPA @ 2.22%, NNPA @ 0.78% Management overlay at ₹ 51 Cr

Adequate liquidity

Diversified borrowings mix, adequate banking limits available.

Healthy CAR @ 23.8%, T-1 @ 21.0%

PAT 1,616

▲ 64%

ROAA

5.4%

▲ 156 bps

ROAE

22.8%

▲ 621 bps

CAR

23.8%

▼ 92 bps

Receivables

31,281

A 25%

NNPA

0.78%

▼ 37 bps

Cards in Force

1.38 Cr

16%

Spends

186,353

▲ 52%

▲/ ▼ Represents YoY growth over FY21 GNPA 2.22% in Mar'22 vs 4.99% in Mar'21

Delivered Impressive 12M Results



Business Growth

New Accounts + 33% 2,685K → 3,572K FY21 FY22



Strong net income growth





Improving asset quality

```
GNPA %
(-) 278 bps
4.99% → 2.22%
Mar 21 Mar 22
```

ECL %
(-) 309 bps
6.6% → 3.5%
Mar 21 Mar 22

Profitability ratios

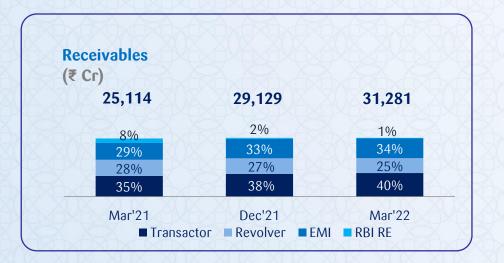
Key Trends







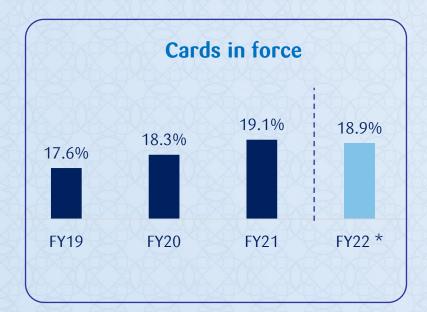




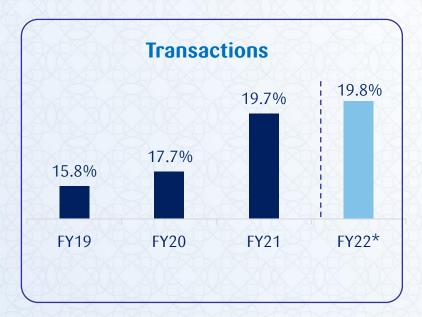
Market Share



Dominant credit card player in India

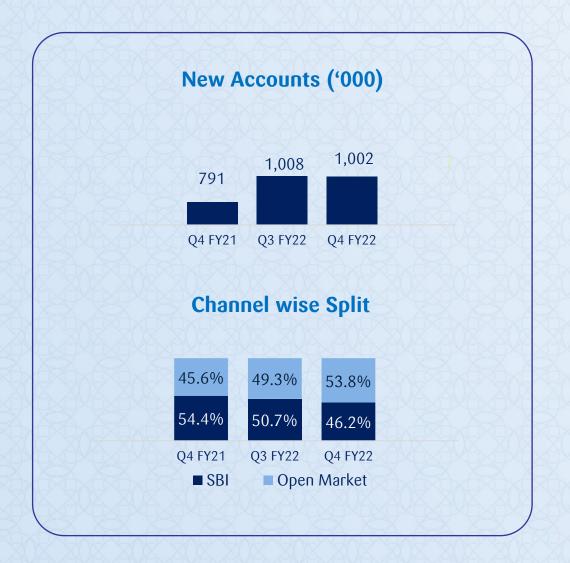


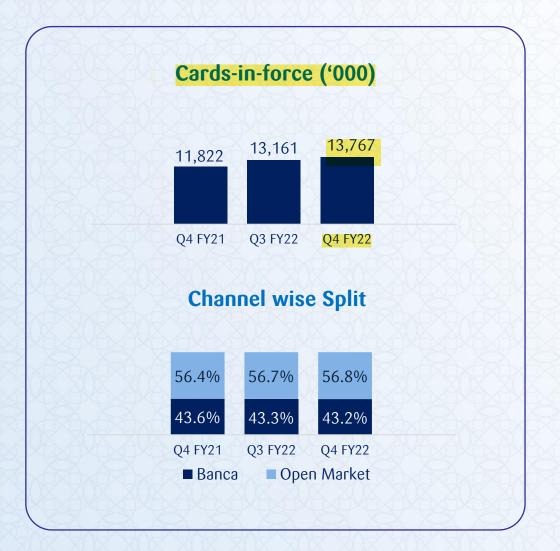




New Accounts and Cards-in-force

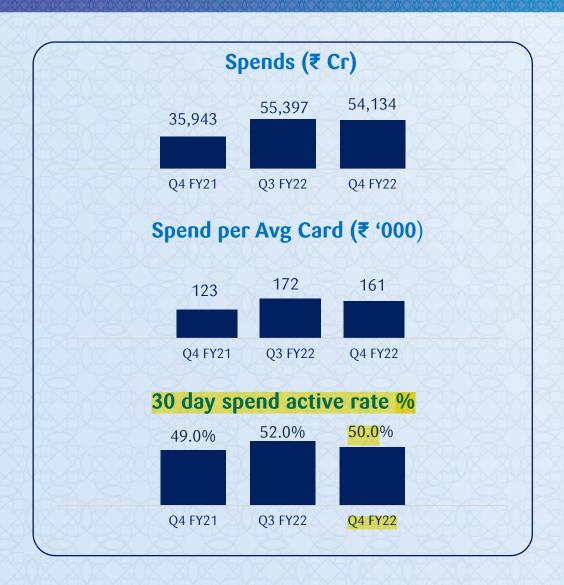


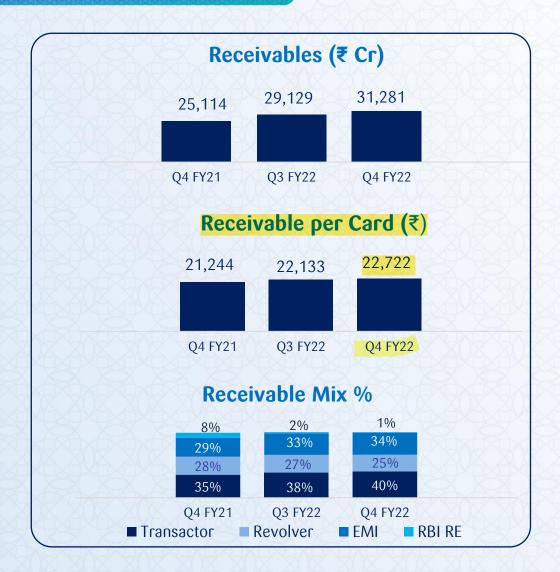




Portfolio Growth

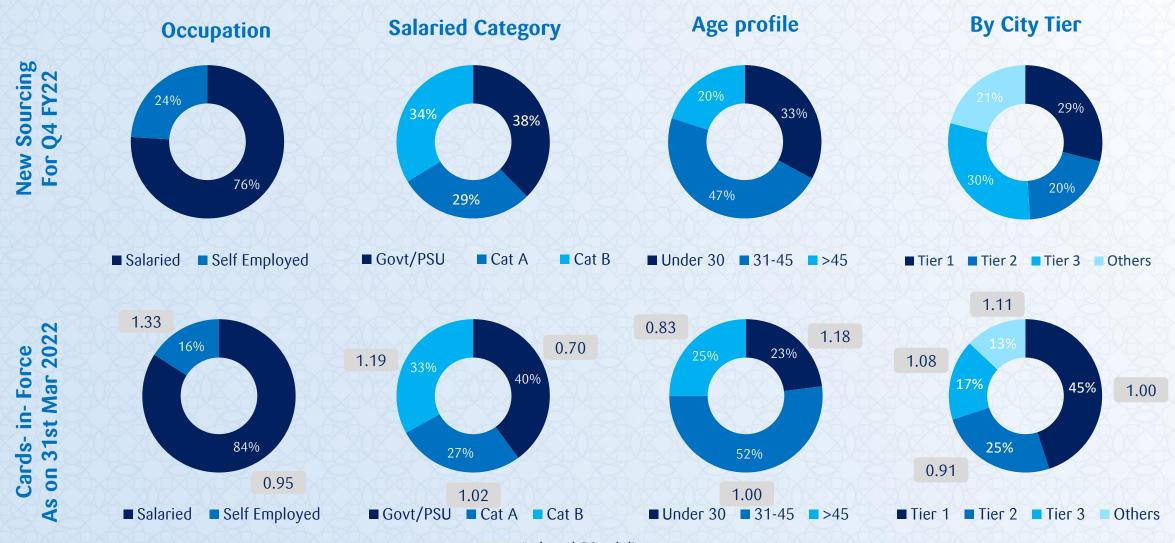






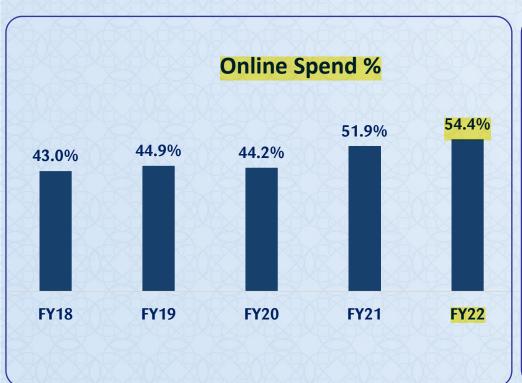
Portfolio Insights





Retail Spends Insights





		% Growth^		Q4 FY22 Vs
Spends Categories	Total Spends	POS Spends	Online Spends	DJF'20*
Category 1 Departmental Stores, Health, Utilities, Education & Direct Marketing	24 %	~ 4%	35 %	
Category 2 Consumer durables, Furnishing & Hardware	1 9%	21 %	1 4%	
Category 3 Apparel & Jewellery	26 %	26 %	24 %	
Category 4 Travel Agents, Hotels, Airline, Railways, Entertainment & Restaurant	▼ 8%	7%	> 9%	

[^] Q4 FY22 Over Q3 FY22 | * Total Spends of Q4 FY22 compared to Dec'19, Jan-Feb'20 : Pre-Covid Period Category analysis excludes Fuel & Automotive Service category

Financial Results



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	Q4 FY21	Q3 FY22	Q4 FY22	YoY	FY21	FY22	YoY
Total Revenue*	2,468	3,140	3,016	22%	9,714	11,302	16%
Finance Costs	244	277	267	10%	1,043	1,027	-2%
Operating Costs	1,285	1,719	1,577	23%	4,646	5,844	26%
Earnings before Credit Costs	939	1,144	1,172	25%	4,024	4,430	10%
Credit Costs#	705	625	393	-44%	2,700	2,258	-16%
PBT	234	519	779	232%	1,324	2,172	64%
Cost to Income	57.8%	60.0%	57.4%	-42bps	53.6%	56.9%	329bps
Gross NPA	4.99%	2.40%	2.22%	-278bps	4.99%	2.22%	-278bps
Net NPA	1.15%	0.83%	0.78%	-37bps	1.15%	0.78%	-37bps
ROAA	2.6%	5.0%	7.0%	438bps	3.8%	5.4%	156bps
ROAE	11.2%	21.2%	30.4%	1921bps	16.6%	22.8%	621bps
EPS ₹ (Basic)	1.87	4.10	6.16	230%	10.48	17.16	64%



Credit costs include additional wave 3 overlay of ₹ 76 Cr in Q3 FY22 and is released in Q4 FY22 Credit costs include impairment losses on other assets and net loss on derecognition of financial instruments under amortized cost category (₹ 61 Cr in Q4 FY21 and FY21, ₹ 2 Cr in FY22)

^{*} Total revenue includes provision write back of ₹ 108 Cr in Q3 FY22 due to GST refund

Explaining Returns

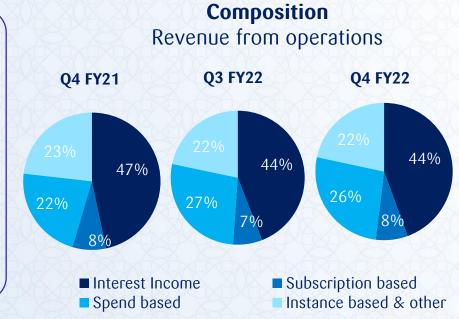


Q4 FY21	Q3 FY22	Q4 FY22	YoY	FY21	FY22	YoY
15.9%	16.6%	15.2%	-77bps	19.3%	16.3%	-303bps
18.4%	22.5%	19.1%	71bps	17.0%	19.8%	279bps
2.0%	1.8%	1.9%	-15bps	1.6%	1.7%	13bps
36.4%	41.0%	36.1%	-22bps	37.9%	37.8%	-10bps
3.6%	3.6%	3.2%	-39bps	4.1%	3.4%	-64bps
18.9%	22.4%	18.9%	-4bps	18.1%	19.5%	142bps
13.8%	14.9%	14.0%	21bps	15.7%	14.8%	-89bps
10.4%	8.2%	4.7%	-568bps	10.5%	7.5%	-298bps
3.5%	6.8%	9.3%	588bps	5.2%	7.3%	210bps
0.9%	1.7%	2.4%	151bps	1.3%	1.9%	54bps
2.6%	5.0%	7.0%	438bps	3.8%	5.4%	156bps
4.3	4.2	4.4		4.3	4.2	XXXX
11.2%	21.2%	30.4%	1921bps	16.6%	22.8%	621bps
	15.9% 18.4% 2.0% 36.4% 3.6% 18.9% 13.8% 10.4% 3.5% 0.9% 2.6% 4.3	15.9% 16.6% 18.4% 22.5% 2.0% 1.8% 36.4% 41.0% 3.6% 3.6% 18.9% 22.4% 13.8% 14.9% 10.4% 8.2% 3.5% 6.8% 0.9% 1.7% 2.6% 5.0% 4.3 4.2	15.9% 16.6% 15.2% 18.4% 22.5% 19.1% 2.0% 1.8% 1.9% 36.4% 41.0% 36.1% 3.6% 3.6% 3.2% 18.9% 22.4% 18.9% 13.8% 14.9% 14.0% 10.4% 8.2% 4.7% 3.5% 6.8% 9.3% 0.9% 1.7% 2.4% 2.6% 5.0% 7.0% 4.3 4.2 4.4	15.9% 16.6% 15.2% -77bps 18.4% 22.5% 19.1% 71bps 2.0% 1.8% 1.9% -15bps 36.4% 41.0% 36.1% -22bps 3.6% 3.6% 3.2% -39bps 18.9% 22.4% 18.9% -4bps 13.8% 14.9% 14.0% 21bps 10.4% 8.2% 4.7% -568bps 3.5% 6.8% 9.3% 588bps 0.9% 1.7% 2.4% 151bps 2.6% 5.0% 7.0% 438bps 4.3 4.2 4.4	15.9% 16.6% 15.2% -77bps 19.3% 18.4% 22.5% 19.1% 71bps 17.0% 2.0% 1.8% 1.9% -15bps 1.6% 36.4% 41.0% 36.1% -22bps 37.9% 3.6% 3.6% 3.2% -39bps 4.1% 18.9% 22.4% 18.9% -4bps 18.1% 13.8% 14.9% 14.0% 21bps 15.7% 10.4% 8.2% 4.7% -568bps 10.5% 3.5% 6.8% 9.3% 588bps 5.2% 0.9% 1.7% 2.4% 151bps 1.3% 2.6% 5.0% 7.0% 438bps 3.8% 4.3 4.2 4.4 4.3	15.9% 16.6% 15.2% -77bps 19.3% 16.3% 18.4% 22.5% 19.1% 71bps 17.0% 19.8% 2.0% 1.8% 1.9% -15bps 1.6% 1.7% 36.4% 41.0% 36.1% -22bps 37.9% 37.8% 3.6% 3.6% 3.2% -39bps 4.1% 3.4% 18.9% 22.4% 18.9% -4bps 18.1% 19.5% 13.8% 14.9% 14.0% 21bps 15.7% 14.8% 10.4% 8.2% 4.7% -568bps 10.5% 7.5% 3.5% 6.8% 9.3% 588bps 5.2% 7.3% 0.9% 1.7% 2.4% 151bps 1.3% 1.9% 2.6% 5.0% 7.0% 438bps 3.8% 5.4% 4.3 4.2 4.4 4.3 4.2

Revenue



	Q4 FY21	Q3 FY22	Q4 FY22	YoY	FY21	FY22	YoY
Revenue from Operations	2,319	2,889	2,850	23%	9,296	10,677	15%
Other Income ^{\$}	149	250	166	11%	417	624	50%
Total Revenue	2,468	3,140	3,016	22%	9,714	11,302	16%
Finance Costs	244	277	267	10%	1,043	1,027	-2%
Net Revenue	2,224	2,863	2,749	24%	8,670	10,274	19%
Interest Income Yield#	17.1%	17.9%	16.8%	-27 bps	20.1%	17.6%	-251 bps
Cost of Funds*	5.5%	5.4%	4.9%	-59 bps	6.1%	5.2%	-92 bps
Net Interest Margin	13.2%	14.0%	13.2%	2 bps	15.9%	13.9%	-200 bps
CAYA AYA AYA AYA							



^{\$} Other income includes provision write back of Rs. 108 Cr in Q3 FY22 due to GST refund.

[#] Interest Income yield is based on interest income from card holders (excluding Interest income on investments, deposits & others).

^{*}Finance costs includes interest on lease. Cost of funds is calculated by adding lease liabilities, included in other liabilities, to borrowings.

Borrowings & Capital Adequacy



Cost of funds



Borrowing Composition

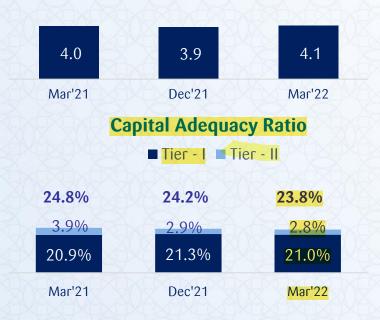


Credit Ratings:

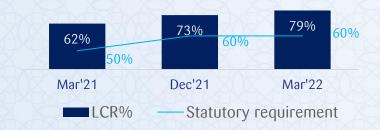
Short Term : A1+ by CRISIL & ICRA

Long Term : AAA/Stable by CRISIL & ICRA

Leverage



Liquidity Coverage Ratio



Structural Liquidity (ALM)



Asset Liability Maturity profile - Mar'22



- Well matched ALM
- ₹5,005 Cr (25%) of sanctioned bank lines unutilized and available for draw down as at Mar'22

Operating Costs



	Q4 FY21	Q3 FY22	Q4 FY22	YoY	FY21	FY22	YoY
Employee Cost	126	121	121	-4%	492	473	-4%
Depreciation	34	37	39	15%	123	149	21%
Fees and commission expense ^{\$}	179	311	302	69%	607	1,023	69%
Other operating expenses	946	1,250	1,115	18%	3,425	4,201	23%
Operating Costs	1,285	1,719	1,577	23%	4,646	5,844	26%
Cost to Income %	57.8%	60.0%	57.4%	-42 bps	53.6%	56.9%	329 bps

Fees and commission expense earlier clubbed under other operating expenses are shown separately from current quarter.



31,281

89.3%

Q4 FY22

Asset Quality



	Q4 FY21	Q3 FY22	Q4 FY22	YoY	FY21	FY22	YoY
Impairment and losses	705	625	393	-44%	2,700	2,258	-16%
Gross Credit Costs	705	625	393	-44%	2,700	2,258	-16%
Recoveries	(138)	(140)	(157)	14%	(398)	(503)	26%
Net Credit Costs	567	486	236	-58%	2,302	1,755	-24%
Gross Credit Cost %	11.1%	9.0%	5.2%	-588bps	11.0%	8.3%	-278bps
Net Credit Cost %	8.9%	7.0%	3.1%	-579bps	9.4%	6.4%	-299bps
ECL %	6.6%	4.0%	3.5%	-309bps	6.6%	3.5%	-309bps
GNPA	4.99%	2.40%	2.22%	-278bps	4.99%	2.22%	-278bps
NNPA	1.15%	0.83%	0.78%	-37bps	1.15%	0.78%	-37bps
PCR	77.9%	65.9%	65.3%	-1260bps	77.9%	65.3%	-1260bps

■ Stage 1 ■ Stage 2 ■ Stage 3

Stage Wise NEA

29,129

2.4%

88.2%

Q3 FY22

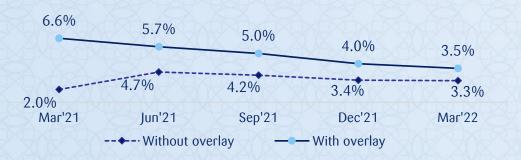
25,114

5.0%

82.5%

Q4 FY21

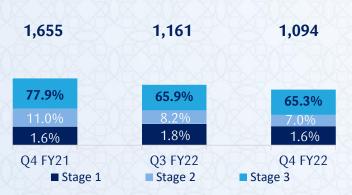
ECL Provisions



Impairment and losses/Gross Credit costs include additional wave 3 overlay of ₹ 76 Cr in Q3 FY22. The same has been reversed in Q4 FY22 Credit costs include impairment losses on other assets and net loss on derecognition of financial instruments under amortized cost category (₹ 61 Cr in Q4 FY21 and FY21, ₹ 2 Cr in FY22)

Accelerated write offs of ₹ 226 Cr in Q3 FY22 and ₹ 79 Cr in Q4 FY22 with corresponding provision release of the same amount in respective quarters

Stage Wise ECL Provisions



Investing for Digital Transformation





Instant card issuance for ETB (existing to SBIC) customers

Digital journey for NTB (new to SBIC) prospects

- ✓ Faster issuance and activation.
- ✓ Cost savings and efficiencies
- ✓ Issuance to ETB being scaled up
- ✓ Pilot for NTB completed, on track for launch



Q1 **FY23**

Building capabilities for future



Customer Servicing

Bill payment on AskILA (Chatbot)

Expand use cases for AskILA by leveraging conversational AI

- ✓ Increase in bill payment sign-up, lever for activation
- ✓ Enhance servicing experience through self-service features
- ✓ Cost efficiencies in long-run



Q1 **FY23**

Customer engagement **Upgrade Marketing Technology** (MarTech)-hyper personalization

Mobile app UI/UX revamp

- ✓ Enhance engagement with customers through out journey . . . right time, right offer
- ✓ Maximise ROI on marketing spend and drive growth

Q3

FY23

Our Sustainability Direction

Our Purpose

Transform in a sustainable and inclusive business in the best interest of all stakeholders

Our Approach to ESG

- Embracing our responsibility to help address environmental, social and economic challenges
- ESG performance integration to delivery of our goals & strategy

Focusing on 16 priority areas to make a difference

ENVIRONMENTAL

Climate Change

Waste reduction & recycling

Energy Consumption

SOCIAL

Colleague Health & Safety

Inclusion & Diversity

Colleague Attraction & Retention

Consumer Financial Protection

Employee Learning & Development

Employee Engagement & Welfare

GOVERNANCE

Business Ethics

Anti-Corruption & Bribery

Risk Management and Compliance

Responsible Digitalization

Responsible Selling practices

Innovative Technologies and Products

Data Privacy & Security

OSBI Card

ESG Index Scores

Dow Jones
Sustainability
Index

37

(Prev. Yr. – 11)

Sustainalytics

18.7

Low Risk

CRISIL

65

Scored higher than financial sector median

Creating Value with ESG





Social

3.1 Lac+ Trees Saved

(From FY'18 to FY'22)
Through paperless communication with customers

F	Y'18	FY'19	FY'20	FY'21	FY'22
29	,381	39,664	55,434	69,747	119,718

Supported Material Recycling Facility (MRF) setup

One MRF of 10 megatonnes in in association with Greater Noida Authority and two MRFs of 2 megatonnes each with East Delhi Municipal Corporation.

Inclusion & Diversity

28% Women in total employees & **31%** in senior leadership



Colleague Attraction & Retention

Flexible working shifts/ hours for employees

Great Place to Work survey-initiated organization wide.

Well-structured senior leadership connects every

Employee Engagement & Welfare

month across all location offices

Financial Wellbeing webinar series for employees providing special sessions on tax saving strategies, planning for a secure future, Zero EMI & more.

Governance

Data Privacy Day 2022

Observed on 28 Jan & provided annual virtual training on Information & cyber security awareness.

Compliance Day 2022

Celebrated on 29 mar by spreading awareness on all aspects of Code of conduct to all employees

Innovative Technologies & Digitization

- ✓ Integration of information from alternate data sources like utility bills, etc for more efficient credit decisions
- Added security features on contact change process on Digital Channels

Serving Communities

Healthcare

Supported:

- Phase 2 of our existing project with MAMTA Health Institute for Mother and Child to improve wellbeing and resilience among 75000 adolescents and young married women through community led approach as per GOI's RMNCH+A (encompassing all interventions aimed at reproductive, maternal, newborn, child, and adolescent health) strategy.
- ✓ Provision of providing wheelchair cum scooter to 150 beneficiaries with locomotive disorder through Round Table India Trust.

Disaster Management

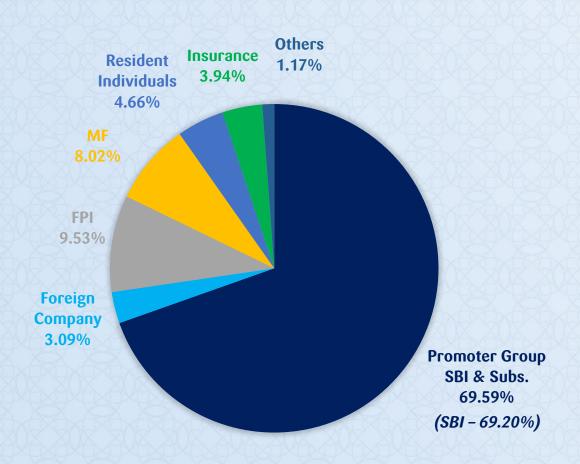
Supported an initiative to provide home care to asymptomatic and mild symptomatic Covid patients through 'Doctors For You':

- ✓ Provision of 18,000 home kits to beneficiaries consisting of medicines, oximeter, thermal scanner/Digital Thermometer, N95 mask, sanitizer etc
- Cost of human resources (project, medical staff and call Centre executives) and transport support for the medical team to visit patients covered by SBI Card.

Shareholders Summary



Shareholding pattern, 31st March 2022



Top 20 Shareholders as on 31st March 2022

S. No	Name of Shareholder	%
(210)	State Bank Of India	69.20
2	CA Rover Holdings	3.09
3	Life Insurance Corporation Of India	1.74
4	Life Insurance Corporation Of India - P&GS Fund	1.69
5	Government Pension Fund Global	0.70
6	RWC Emerging Markets Equity Master Fund Limited	0.58
7	Mirae Asset Large Cap Fund	0.44
8	Vanguard Emerging Markets Stock Index Fund, A Series Of Vanguard International Equity Index Funds	0.43
9	Vanguard Total International Stock Index Fund	0.39
10	SBI Life Insurance Co. Ltd.	0.39
11	ICICI Prudential Long Term Equity Fund Tax Savings	0.38
12	Nippon Life India Trustee Ltd-A/C Nippon India Large Cap Fund	0.37
13	Robeco Capital Growth Funds	0.37
14	Nippon Life India Trustee Ltd-A/C Nippon India Multi Cap Fund	0.33
15	HDFC Trustee Company Limited-HDFC Flexi Cap Fund	0.33
16	Societe Generale – ODI	0.31
17	Motilal Oswal Flexi Cap Fund	0.29
18	RWC Funds - RWC Global Emerging Markets Fund	0.28
19	ICICI Prudential Life Insurance Company Limited	0.28
20	Mirae Asset Emerging Bluechip Fund	0.27

Annexures

OSBICARD



P&L Summary



P&L	Q4 FY21	Q3 FY22	Q4 FY22	YoY	FY21	FY22	YoY	
Interest Income	1,082	1,273	1,266	17%	4,947	4,866	-2%	
Fees and commission income	1,114	1,457	1,427	28%	3,908	5,227	34%	
Service Charges	35	37	35	1%	134	132	-1%	
Business development incentive income	85	121	121	42%	299	448	50%	
Insurance commission income	2	1	1	-54%	8	5	-41%	
Net gain on fair value changes	0							
Total Revenue from operations	2,319	2,889	2,850	23%	9,296	10,677	15%	
Total Other Income	149	250	166	11%	417	624	50%	
Total Income/Revenue	2,468	3,140	3,016	22%	9,714	11,302	16%	
Finance costs	244	277	267	10%	1,043	1,027	-2%	
Fees and commission expense	179	311	302	10%	607	1,023	-2%	
Net loss on derecognition of financial								
instruments under amortized cost	61			*n.c.	61	2	*n.c.	
category								
Impairment losses & bad debts	643	625	393	-39%	2,639	2,256	-15%	
Employee benefits & Expenses	126	121	121	-4%	492	473	-4%	
Depreciation, amortisation & impairment	34	37	39	15%	123	149	21%	
Operating & Other expenses	946	1,250	1,115	18%	3,425	4,201	23%	
Total expenses	2,234	2,621	2,237	0%	8,390	9,129	9%	
Profit before tax	234	519	779	232%	1,324	2,172	64%	
Profit after tax	175	386	581	231%	985	1,616	64%	

²⁴

Balance Sheet Summary



Balance Sheet	Mar'21	Mar'22	Variance%
Assets)X()X()X()X()X()X()
Loans (Net)	23,459	30,187	29%
Cash & Bank Balances	720	1,106	54%
Investments	958	1,297	35%
Other Financial Assets	276	382	38%
Total Financial Assets	25,413	32,973	30%
PP&E, Intangible & Right of use assets	318	454	43%
Deferred Tax Assets	395	219	-45%
All other non-financial Assets	886	1,004	13%
Total non-financial Assets	1,600	1,676	5%
Total Assets	27,013	34,648	28%
Liabilities and equity			
Equity Share Capital	941	943	0%
Other Equity	5,362	6,810	27%
Total Equity	6,302	7,753	23%
Borrowings	17,895	22,982	28%
All other financial liabilities	1,769	2,700	53%
Total financial liabilities	19,664	25,683	31%
Provisions			
FIOVISIONS	410	477	
Other non-financial liabilities	410 638	477 736	17%
			17% 15% 16%

Recent Developments



Launch of Nature's Basket SBI Card

SBI Card has partnered with 'Nature's Basket', India's leading premium grocery store brand - to launch 'Nature's Basket SBI Card'.

The first-of-its-kind credit card will address the consumers' unique lifestyle related spend needs, including grocery and gourmet.

Nature's Basket SBI Card will be available to customers by 22nd April 2022

Launch Date: 22 Mar '22



SBI Card Pulse Digital Campaign

SBI Card Pulse Awareness and Performance Campaign - amplified through Influencer posts and video ads





Co-marketing film with VISA

Launched the film with the objective to educate customers on Card Controls. This was promoted on Digital & Social Media platforms.

Duration: 1 month: 24 Mar '22 onwards



AURUM Digital Campaign

Initiated Lead Generation campaign for AURUM Card through LinkedIn, MoneyControl & other premium platforms



Product Brief

OSBI Card

Super Premium

Core Cards

Co-Brand Cards



AURUM



SBI Card Elite



SimplyCLICK SBI Card



Doctor's SBI Card



Shaurya Select SBI Card



SBI Card PRIME



SimplySAVE SBI Card



SBI Card Pulse



SBI Card Unnati

Banking



Central Bank SBI Card



UCO Bank SBI Card



City Union Bank SBI Card



Karnataka Bank SBI Card

Retail



Lifestyle Home Centre SBI Card



fbb Style Up SBI Card



Tata Card



Paytm SBI Card SELECT

Travel



Club Vistara SBI Card PRIME



Air India SBI Signature Card



BPCL SBI Card OCTANE Etihad Guest SBI Premier Card



IRCTC SBI Card Premier



VISA

OLA Money SBI Card

Yatra SBI Card

Glossary



Term	Description
New Accounts	Sum of all accounts opened in a reporting period.
Card-in-force	Sum of all credit cards issued by us, including suspended credit cards that may be reactivated in future, net of cancelled and deactivated credit cards.
Spends	Total card spends constitutes the aggregate notional amounts transacted by our cardholders in a reporting period.
Receivables	Total credit card receivables outstanding from our cardholders at end of the reporting period.
Market share – CIF	Market share of total cards outstanding is calculated by dividing our total cards outstanding by the industry-wide total cards outstanding, as obtained from data published by the RBI.
Market share – Spends	Market share of total card spends is calculated by dividing our total card spends by the industry-wide total card spends, as published by the RBI, for the reporting period.
Averages	2-point average for quarter and 5-point for yearly calculations
Spends per card	Average card spends per cards outstanding is calculated by dividing our total card spends by the average total cards outstanding for the period (annualized)
Average loans per cards	Average loans per cards outstanding is calculated as total loans at the end of the reporting period divided by total cards at the end of the reporting period.
Yield %	Calculated as interest income from cardholders divided by average receivables for the period (annualized)
COF %	Calculated as total finance costs for the period divided by average borrowings (including lease liabilities) for the period (annualized)
Cost to Income %	We calculate our cost to income ratio as operating and other expenses divided by total income after subtracting Finance cost.
ROAA	Calculated as net profit divided by average total assets for the period (annualized)
ROAE	Calculated as net profit divided by the average shareholders' equity for the period (annualized)
EPS	Earning per share is for the period and not annualized
Shareholders' equity	Shareholders' equity is defined as sum of share capital, reserves and surplus excluding reserves created out of amalgamation

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