



For immediate release.

RBL Bank launches India's First Credit Card for Golf Enthusiasts

- *In Association with Indian Golf Union, the apex body of golf in India*
- *Customers get access to various premier golf courses across India*
- *A lifetime free card with Instant enrolment to India's only National Handicap Service (NHS)*
- *Reward Points can be used against purchase of golf equipment ,coaching sessions and other golfing privileges*

Gurgaon, April 16, 2015: RBL Bank (formerly known as The Ratnakar Bank Ltd.), which is one of India's fastest growing scheduled commercial banks, has launched India's first credit card in association with the Indian Golf Union (IGU) targeted at Golf enthusiasts.

The RBL IGU NHS Golf World Card automatically enrolls clients to the National Handicap Service (NHS) of the Indian Golf Union with additional benefit of earning a cash back amount equivalent to the NHS yearly membership fee. The card will be free for life for customers and offers host of golfing privileges such as discounted golf accessories, complimentary golf access and hole-in-one celebration bonuses among others. The card is based on the premium MasterCard World platform thereby allowing customers to have access to all MasterCard world card benefits like access to 11 premier Golf courses across the country, a 50 percent discount on Green Fees & free golf lessons.

The card allows customers to earn two reward points for every Rs. 100 spent on all purchases. These reward points can be redeemed against a wide array of products ranging from Golf equipment, Golf accessories and Golf holidays besides lifestyle & designer products. Other membership benefits include two free visits per quarter at domestic lounges across all major airports in India, Complimentary Priority Pass membership which gives



access to premium lounges at over 700 airports around the world and world class concierge services.

**India's Only Golf Credit Card
in association with Indian Golf Union**

Packed with power features to make golfing more fun!

Speaking on the occasion, **Mr. Harjeet Toor, Head – Retail Assets & Credit Cards at RBL Bank** said, "As a bank we are driven by product innovation, we strive to identify evolving customer needs and to fill gaps as soon as possible. Our credit card business is just a little over a year old (since acquisition from RBS), but we've already doubled the number of cards. On the macroeconomic front I strongly feel that the Indian market is not only growing but maturing steadily as well. For example Golf, once considered a game of the elite, is gaining



immense traction due to rising disposable incomes and enhanced purchasing power.”

Mr. Chitlangia, President – IGU said: “We are excited to partner with RBL bank on this initiative and bringing greater value to our golfers through this initiative. The National Handicap Service (NHS) will certainly go a long way in enhancing the golfing experience of all golfers in India.”

Commenting on the launch, **Mr. Vikas Varma, Executive Director - South Asia, MasterCard**, said “We at MasterCard believe in innovating payment solutions and our vision is a world beyond cash. We work to make payments more convenient, smart, and secure, and we’re always thinking of ways to use our innovative technologies to enhance the consumer experience. This co-branded credit card offers exceptional value and convenience to golfers as the sport continues to evolve and become a part of mainstream.”