



RBL Bank, Zomato & Mastercard announce partnership to launch exclusive ‘Edition Credit Cards’

- The first-of-its-kind co-branded credit cards will be available in two variants – Edition and Edition Classic
- Offer host of exclusive benefits to all food lovers in India

March 02, 2020, New Delhi: RBL Bank and Zomato, today announced a strategic partnership to launch ‘Edition Cards’ powered by Mastercard at an exclusive unveiling held in New Delhi. The first-of-its-kind co-branded credit cards centered around food experiences will offer a host of benefits for cardholders every time they use Zomato or spend online and offline.

The two variants, **Edition and Edition Classic**, have been designed keeping in mind RBL Bank and Mastercard cardholders; and Zomato users. The key benefits of the cards include Zomato credits with every use, Zomato Gold global membership and lounge access at all major domestic airports.

This partnership will help RBL Bank further strengthen scale of operations in its rapidly growing credit cards business. Both, Zomato, leader in the technology space and Mastercard, a payment solutions expert will be able to access a large untapped customer segment leveraging the Bank’s strength and scale.

Elaborating on the partnership, **Utkarsh Saxena, Head Products – Credit Cards, RBL Bank** said, “Online food delivery has witnessed a growing trend and our strategic partnership with Zomato represents a great opportunity to offer an innovative experience to our customers. This partnership is an extension to our ‘Partners ka Bank’ philosophy and is an exciting addition to our comprehensive portfolio of co-branded credit cards. RBL Bank has over 2.5 million credit cardholders currently, and we are thrilled about the potential of the Edition Cards.”

“We have always strived to build unique food experiences and the Edition Cards have been specially made for those who are always exploring food across the globe. We are excited to bring a unique co-branded credit card which rewards cardholders with every transaction - be it on the Zomato app or at a restaurant. If you love food as much as we do, this is the card for you!” added, **Pradyot Ghate, Vice President - Product, Payments and Partnerships, Zomato**.

Talking about the Edition Card and Mastercard’s focus on co-branded cards segment, **Rajeev Kumar, Senior Vice President, Market Development, South Asia, Mastercard** said, “With evolving lifestyles and preferences, an increasingly large number of Indian consumers are ordering food online. A cobrand card proposition has the potential to provide a significant value to consumers. Mastercard’s experience and expertise have helped merchants and banks offer the best-in-class user experience, safety and security to consumers. Mastercard is confident that the the Edition Card, first of its kind in India, will take the online food ordering and delivery space to yet another level and be a true delight for food lovers.”



EDITION CARDS - KEY FEATURES	
Edition Classic card	Edition Card
<ul style="list-style-type: none">- Complimentary Zomato Gold membership (City Variant), renewed every year	<ul style="list-style-type: none">- Complimentary Lounge Access at all major domestic airports- Complimentary Zomato Gold global membership, renewed every year
Zomato Credits Spend Linked benefits <ul style="list-style-type: none">• 5% Edition Cash on all Zomato app and restaurant spends• 1.5% Edition Cash on all online spends• 1% Edition Cash on all offline spends• 2000 bonus Edition cash on spends worth ₹2 lakh	Zomato Credits Spend Linked benefits <ul style="list-style-type: none">• 10% Edition Cash on all Zomato app and restaurant spends• 2% Edition Cash on all online spends• 1% Edition Cash on all offline spends• 2000 bonus Edition Cash on spends worth ₹5 lakh

1 Edition Cash point = ₹ 1