

For immediate release

RBL Bank Redefines Luxury with the Launch of Exclusive LUMIÈRE and NOVA Credit Cards

- *The first-of-its-kind premium credit cards, available in two variants*
 - *Offering a host of benefits to luxury connoisseurs in India*

Mumbai, 17 November 2025: RBL Bank today announced the launch of its premium credit card segment and introduced two new credit cards —**LUMIÈRE** and **NOVA**, ushering in a new era of exclusivity. This launch marks a significant milestone in the Bank's commitment to serve India's most discerning clientele.

The number of high-net-worth individuals in India is expected to grow significantly, creating a larger consumer base for luxury products and experiences. The new launches will help RBL Bank further its reach in this rapidly expanding segment. With these cards, the Bank will help curate extraordinary experiences for a segment driven by rising high-net-worth individuals, increased urbanization, and a globally aware young consumer base prioritising experiential luxury.

Lumiere Credit Card

Reserved for a select few, LUMIÈRE is a by-invitation-only metal card, that redefines sophistication and access. LUMIÈRE extends a curated suite of privileges ranging from bespoke travel benefits and rare experiences to exclusive memberships and sustainability-led initiatives. The 18-gram metal card has been crafted exclusively for the discerning customer, keeping in mind their lifestyle and tastes. The annual membership fee for the metal card is ₹50,000.

NOVA Credit Card

NOVA Credit Card is for the unstoppable achiever—bold, dynamic, and forward-looking. It offers accelerated rewards, lifestyle privileges, and experiential benefits that transform everyday moments into milestones. With NOVA, customers can enjoy 6% value back on every flight and hotel booking, 10% savings at India's finest restaurants, complimentary golf rounds and lessons, along with many more benefits thoughtfully curated to elevate everyday living. The metal Credit Card is available at an annual membership of ₹12,500.

Speaking at the event, highlighting the significance **Bikram Singh Yadav – Head, Credit Cards, RBL Bank** stated, "We have always aimed to create exceptional experiences for our customers, and these premium cards are crafted for those who seek exclusivity and sophistication in every aspect of life. With the two launches, we are creating a premium ecosystem, offering privileges that go beyond conventional luxury. Redefining sophistication, these cards blend cutting-edge benefits with timeless luxury for the modern connoisseur"

Sandeep Ghosh, Group Country Manager, India & South Asia, Visa, added, "We are delighted to partner with RBL Bank to launch LUMIÈRE and NOVA credit cards, redefining luxury. This collaboration is particularly special as it marks another milestone in our long-standing journey with RBL Bank—combining our strengths to curate a world of extraordinary indulgence. Together, we are addressing

the boundless aspirations of India's rising affluent, who value premium privileges and cherish exclusive, curated experiences. Powered by the promise of Visa Infinite, LUMIÈRE and NOVA cards will unlock a world of bespoke lifestyle experiences to fulfil the evolving demands of this dynamic affluent segment."