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RBL Bank and Delhi Daredevils launch co-branded Cricket Credit Card

- Makes it the only Cricket Credit Card available in India
- Will cater to the ever growing population of cricket fans across the country
- Tailored to offer lifestyle and sporting privileges to the country's community of cricket fans

New Delhi May 08, 2014: RBL Bank, one of India's fastest growing Banks & Delhi Daredevils (DD), a leading cricketing franchise, today announced the launch of a co-branded Cricket Credit Card, making it the 'only one of its kind' credit card available in the Indian marketplace. Tailored to offer lifestyle and sporting privileges to the country's growing community of cricket fans, the Cricket Credit Card will be a unique way for fans to engage with the club.

The Cricket Credit Card was launched by the leading players from DD in presence of the key management of both RBL Bank and Delhi Daredevils team. Mastercard, which is a leading global payments technology company, is the strategic partner of RBL Bank in this initiative.

Speaking on this occasion **Managing Director & CEO, RBL Bank, Mr. Vishwavir Ahuja**, said, "I am happy that we have launched something which was not present in the Indian marketplace, the most cricket crazy nation of the world. The launch of a Cricket Credit Card presents a fantastic platform for the growing fans of the game and the club to engage with their team. Delhi Daredevils is a great team and we are happy to launch this card in association with them. I am sure we will develop this card into a property which is indispensable for the cricketing fans of this country"

Mr. Hemant Dua, CEO of Delhi Daredevils went on to say, "It is a privilege to partner RBL Bank in a unique initiative to cater to the most enthusiastic cricketing community of the world. Cricket is our religion and I am sure that this Card will become a gateway for the fans and cricket enthusiasts across the country and enable them to engage with the game better. I am happy for all Delhi Daredevils fans who will now have another wonderful platform to engage with the team"

Mr. Ari Sarkar, Division President, MasterCard, South Asia, "We are delighted to tie up with RBL Bank to launch this Cricket Credit Card. MasterCard is committed to providing convenient and safe payment options to the consumers worldwide. With this card we aim to connect with our cardholders who are passionate about cricket and provide them added value and security along with great offers."

Mr. Harjeet Toor, Head of Credit Card Business at RBL Bank added, "Our aim is to fuel the card holder with unique offers / discounts on match tickets, cricketing merchandise, entry to clubs on sporting nights, engagement opportunities with Delhi Daredevils players and team, invitation to exclusive member only events, sport concierge services etc. Through this card, we intend to carry out activities through the year concentrating on cricket and other sports as well"

Enthusiasts can apply for the Cricket Credit Card through the web http://www.rblbank.com/Cricket_Credit_Card.aspx or through any RBL Bank branch across India. Resident Indians over 23 years with certain eligibility can apply for this card.

For media queries, please email us at: communications@rblbank.com