

RBL Bank, Practo launch India's first health-focused credit card

- Practo users will be able to apply their credit cards directly on the Practo app and RBL Bank's website
- The card offers benefits like unlimited online consultations, cashbacks in the form of HealthCash, free health checkups, to name a few

Mumbai/Bengaluru, August 8, 2019: RBL Bank, one of India's fastest-growing private sector banks, and Practo, the country's leading digital healthcare platform, have jointly launched a co-branded health-focused credit card – RBL Bank Practo Plus — powered by Mastercard. This industry-first credit card is available on both Practo and RBL mobile apps and websites.

In a world where people are increasingly busy to pay attention to their day-to-day health needs, this is an **innovative step to encourage users to think health-first on a daily basis**. The card is designed to cater to customers in both metros and non-metro cities, through Practo and RBL Bank's extensive customer base that spans across across the country. With benefits like unlimited online consultations with doctors 24*7, users are guaranteed that there is an experienced qualified doctor available to them whenever there is a need - instead of relying on self-diagnosis or advice from friends and relatives.

The benefits of **RBL Bank Practo Plus** credit card include:

- Unlimited online consultations with doctors 24*7 for 1 year
- One free full body health check-up
- For every Rs. 100 spent on this card, cardholder earns 1 Practo HealthCash
 - *HealthCash can be used while availing Practo services like ordering medicine, tests, online consultations (1 Healthcash = 1 Rupee)*

The moment an RBL Bank Practo Plus credit card is issued, a Practo health plan account is created on the Practo app. The cardholders need to log-in with their registered mobile numbers to access this plan

under the MyHealth Plan section on Practo. The card also comes with complimentary access to the domestic airport lounge twice every quarter.

Harjeet Toor, Head – Retail, Inclusion and Rural Businesses, RBL Bank, said, “We are delighted to enter into a partnership with Practo and launch a card that prioritises good health and well-being. The partnership is a perfect example of how two diverse industries can come together to offer a compelling value proposition for customers. Healthcare is a largely untapped segment and this partnership will be a great opportunity for the Bank and Practo to leverage each other’s strengths to capture the market and offer customers a one-of-a-kind health card with exciting offers. RBL Bank’s credit cards business has performed extremely well this year and with this partnership, we look forward to strengthen our business further by entering a new market segment.”

Commenting on the partnership, Tarun Bhambra, VP & Business Head, Practo, said: “We are delighted to partner with RBL Bank for launching a new credit card that is focused on making healthcare more affordable for consumers. We all have regular spends on appointments, medicine and diagnostic tests. This card gives a unique ability to consumers to use their regular spends for household expenses for subsidizing their monthly health spends on Practo platform. At Practo, it's our constant endeavor to make healthcare simpler, more accessible and affordable. This card is one step towards achieving this vision.”

Digital healthcare market is on a tremendous uptake in India and is expected to reach 372 billion by 2022. Practo is currently the only platform in the country that lets patients manage their healthcare needs end-to-end. It provides a single platform that helps patients meet all their healthcare requirements at one go – from finding the right doctor to booking an appointment, online doctor consultation, getting lab tests done and medicines delivered. The company also enables doctors to digitise their medical practice management - lowering practice management burdens and increasing efficiency - extend their reach and visibility to patients, and even establish credibility through a digital presence complete with details of practice history, qualifications and documented patient experiences.

To enroll for the card please visit <https://www.practo.com/plus/cards/rbl>

About RBL Bank

RBL Bank is one of India's fastest growing private sector banks with an expanding presence across the country. The Bank offers specialized services under six business verticals namely: Corporate & Institutional Banking, Commercial Banking, Branch & Business Banking, Agri Business Banking, Development Banking and Financial Inclusion, Treasury and Financial Markets Operations. It currently services over 6.9 million customers through a network of 332 Branches, 1,013 Business Correspondent Branches (of which 228 banking outlets) and 376 ATMs spread across 23 Indian States and Union Territories.

Further Details: www.rblbank.com

About Practo

For millions of people, Practo is their trusted home where they know they will find the healing touch. Practo is the place which connects them to everything that they need to take good care of themselves and their families, assessing health issues, finding the right doctor, managing records securely, and finding new ways to live a longer healthier life. Healthcare providers and other healthcare partners use Practo because it is the trusted home for health for millions of people. Practo provides a definitive platform for them to build their presence, to grow their practice or business and to engage their patients in a way that was never possible before. For more details visit: www.practo.com

Media Contact(s)

Abhijit Somvanshi	Saranya Shetty
Head – Marketing & Communications	DVP – Marketing & Communications
RBL Bank	RBL BANK
T: +91 22-43020565 M: +91 9920915158	T: +91 22-43020546 M: +91 9819460747
E: abhijit.somvanshi@rblbank.com	E: saranya.shetty@rblbank.com

Surabhi Patodia

Head - Communications, Practo



Email: surabhi.patodia@practo.com

Mobile: +91-9741277703

