



Flipkart and Axis Bank partner to launch 'Flipkart Axis Bank Super Elite' Credit Card

- *Customers can now unlock **4X SuperCoins** and rewards up to Rs 20,000 across Flipkart, Myntra, Flipkart Health+, Cleartrip and Flipkart Hotels*
- *The Flipkart Axis Bank Super Elite Credit Card will also offer an activation benefit of 500 SuperCoins*

Bengaluru – November 22, 2022: Flipkart, India's homegrown e-commerce marketplace, and Axis Bank, the third largest private sector bank in India, have partnered to launch the 'Super Elite Credit Card'. In an effort to scale the Flipkart SuperCoins reward programme and enhance the customer shopping experience, this card will serve extensive value to shoppers. Following the **three million** milestone recently achieved for the existing Flipkart Axis Bank Credit Card, this partnership enables yet another avenue for customers on the platform to unlock and enjoy unique rewards. The Super Elite Credit Card will offer an activation benefit of **500** Flipkart SuperCoins with **4X** SuperCoins earned for every transaction on Flipkart and rewards up to Rs 20,000 across Flipkart, Myntra, Flipkart Health+, Cleartrip, and Flipkart Hotels.

SuperCoins are rewards that consumers can earn on each purchase across the Flipkart, Myntra and Cleartrip. This loyalty program was created with a vision to nurture customer relationships, enhance the digital shopping experience and deliver increased value. Building on the growing momentum and customer support received towards the Flipkart and Axis Bank partnership since 2019, the launch of the Super Elite Credit Card is a rewarding addition to the family of credit cards offered on the platform. The unique rewards portfolio will serve the nuanced needs of Flipkart's registered and burgeoning Flipkart's customer base of over 450 million across the country. The launch of the Super Elite Credit Card is a true testament of the successful launch of Flipkart Axis Bank Credit Card in 2019. This launch is a step towards Flipkart's consistent efforts in providing affordable, convenient and value-driven offerings.

With the Flipkart Axis Bank Super Elite Credit Card, customers on Flipkart can earn a total of 8 SuperCoins for every Rs 100 spent and a maximum of 200 SuperCoins can be earned on every successful transaction. Flipkart Plus customers earn a total of 16 SuperCoins for every Rs 100 spent and they can earn a maximum of 400 SuperCoins on every successful transaction on Flipkart. For all other transactions outside of Flipkart, customers will earn two SuperCoins with no upper limit for every Rs 100 spent on all eligible spends. The Flipkart Axis Bank Super Elite Credit Card brings all of these benefits to the customers at an annual fee of Rs 500, which is waived off on an annual expense of Rs 2 lakhs on the card.



Usage	Customer Type	Supercoins Earned For Every Rs 100 Spent			Max Supercoins Earned per Txn.
		<u>Flipkart Loyalty Program</u>	<u>Super Elite Card Benefit</u>	<u>Total Supercoins</u>	
On Flipkart	Flipkart Customers	2	6	8	200
	Flipkart Plus Customers	4	12	16	400
Outside Flipkart	All	-	2	2	Unlimited

“Commenting on the launch, Dheeraj Aneja, Senior Vice President - Fintech and Payments Group at Flipkart, said, *“At Flipkart, it is our constant endeavor to provide a convenient and affordable shopping experience for the 450+ million customers on our platform. With the launch of the ‘Super Elite Credit Card’ in partnership with Axis Bank, we are reiterating our commitment to driving access to formal credit in India. We are happy to continue playing a role in making shopping affordable and convenient for our customers on Flipkart.”*

“Today over 100 million Flipkart customers enjoy the benefits of SuperCoins, and we stay committed to providing our loyal customers greater value and rewards across Flipkart, Myntra, Cleartrip and 100+ participating brands on the reward store. The Flipkart Axis Bank Super Elite Credit Card, being launched with Axis Bank, customers can access their favorite products on Flipkart at great price points with 4X the SuperCoins. We are excited for this upgrade to our reward programme and are positive of its response”, **said Arief Mohamed, Vice President, Customer, Growth and Loyalty at Flipkart.**

Commenting on the launch, Sanjeev Moghe, President & Head, Cards & Payments, Axis Bank, said: *“We have been continuously working on innovation-led partnership models to offer customers a value proposition specifically designed to cater to their changing needs, while delivering greater convenience and more benefits. We are delighted to take our existing partnership with Flipkart to the next level by launching a new variant of credit card, ‘Flipkart Axis Bank Super Elite Credit Card’. We believe that this co-branded credit card will certainly appeal to customers across India, seeking benefits in the form of SuperCoins, as it offers benefits and easy redemption opportunity on every transaction.”*

The Super Elite Card offers exciting one time benefits on activation such as:

- Rs 500 off on Myntra
- 15% off* on Flipkart Flights
- 30% off* on Flipkart Health+



- 10% off* on Flight booking on Cleartrip
- 25% off* on Hotel booking on Cleartrip among others

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 450 million, offering over 150 million products across 80+ categories. Our efforts to democratize commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please write to media@flipkart.com

About Axis Bank:

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses. With its 4,760 domestic branches (including extension counters) and 16,043 ATMs across the country as on 30th September 2022, the network of Axis Bank spreads across 2,676 cities and towns, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Axis Group includes Axis Mutual Fund, Axis Securities Ltd., Axis Finance, Axis Trustee, Axis Capital, A.TReDS Ltd., Freecharge and Axis Bank Foundation.

For further information on Axis Bank, please refer to the website: <https://www.axisbank.com>

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