

## ICICI Bank in association with Jewellery Major Gitanjali Group launches India's first 'Jewellery Card'

**Gitanjali Group**, one of the largest integrated diamond and jewellery manufacturers and retailers in India, and **ICICI Bank**, India's second largest bank, announced the launch of the first '**Jewellery Card**'. This premium credit card is powered by a host of unique features, benefits and rewards and is ideal for patrons looking for greater convenience and exclusive purchase and lifestyle benefits.

The **ICICI Bank-Gitanjali Card** is a comprehensive [credit card](#) that allows cardholders to avail of benefits across 200,000 Merchants in India and more than 22 million merchants internationally. The consumers using this credit card at any of the exclusive Gitanjali outlets will enjoy a host of exclusive benefits.

**Mr. Mehul Choksi, Chairman, Gitanjali Group Ltd.** - said, "The launch of **Jewellery credit card** will play a significant role in our strategic focus of being a leading Jewellery Retail & Lifestyle player. The card has been specially designed for Gitanjali Patrons and it reinforces our commitment to provide the best services to all our customers'.

**He further added** 'Gitanjali has always strived to make the industry more organized and affordable for its customers and India's growing number of Jewellery buyers is increasingly looking for a product that provides them with a complete set of benefits for end-to-end purchase services. The collaboration of ICICI Bank and Gitanjali Gems is an example of how it works with customers to develop secure, convenient and rewarding payment solutions that add real value for cardholders."

The Card will be **Life time free** to the customers and is loaded with all benefits associated with the ICICI Bank Gold Credit Cards. Customers can also earn 8 reward points per Rs. 200 spends on purchase at Gitanjali outlets. These reward points are redeemable on the products of Gitanjali or other items on the redemption catalogue.

**Mr. Sachin Khandelwal, Head-Cards Group, ICICI Bank**, - said, 'ICICI Bank has been the front-runner in the cards industry with innovative product offerings. The ICICI Bank-Gitanjali Jewellery Credit Card is another initiative in the same direction. The number of Jewellery buyers is ever increasing and we need to cater to this segment by providing exclusive offers on select jewellery products, higher rewards on gold purchase and other lifestyle benefits. The Bank has entered into successful partnerships and alliances across segments and remains committed to provide such value-added services to our customers'

### ICICI Bank-Gitanjali Card features in brief

- Discount of 5% on purchases of diamond jewellery up to Rs10000 and discount of 7.5 % on purchases above Rs 10000 at Gitanjali outlets.
- Interest free EMI for 3 months or 6 months on purchase at Gitanjali exclusive outlets.

- Free gift voucher worth Rs 500, redeemable at Gitanjali exclusive outlets
- Jewellery cleaning voucher applicable for the cleaning of Gitanjali products at the exclusive outlets.
- 8 reward points are earned per Rs 200 spent at Gitanjali outlets
- Life Time Free Card: The Card would be offered Life time free to the customers
- Worldwide Acceptance: Accepted at over 200,000 Merchants in India. The Credit Card shall have international validity and can be used by the Cardholder at more than 22 Million merchants worldwide
- ATM access: Access your account at more than 3400 ICICI Bank ATMs and over 1 mn Visa ATMs around the world.
- Add-on Card: Add-on Card, FREE for life
- Alerts: Free Active Alerts - email/SMS
- Interest Free Credit Period: Up to 52 days
- 24 Hour Phone banking services

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