

Ujjivan Small Finance Bank Launches 'International RuPay Select Debit Card'

Offers global banking with premium benefits for the digitally-connected customers

Bengaluru, 3rd July 2025: Ujjivan Small Finance Bank has launched its first global payment instrument, the International RuPay Select Debit Card. This launch is part of the bank's broader objective to offer modern, inclusive, and globally-accessible banking solutions to consumers.

The card is accepted globally across ATMs, POS terminals, and online platforms in collaboration with the RuPay-Discover Network – making it ideal for frequent international travellers and customers who want to meet their banking needs online.

The NPCI RuPay International Select Debit Card benefits, include two complimentary access to domestic airport lounge per quarter, one annual international lounge access, personal accident insurance and total permanent disability insurance coverage of ₹10 lakhs. Cardholders can also access quarterly complimentary golf lessons, wellness services, travel coupon from cab aggregators and an annual premium health check-up. Additional benefits such as emergency cash concierge support abroad, round-the-clock domestic concierge services, higher transaction limits, and contactless payments are also available.

On the launch, Ujjivan SFB Head of Retail Liabilities - TASC & TPP, **Mr. Hitendra Jha** said, *"The International RuPay Select Debit Card is a crucial step towards offering customers a seamless and secure global banking experience. Ujjivan Small Finance Bank strives to offer digital-first solutions that combine convenience with the broader goals of financial inclusion. The card will help serve the digitally savvy, travel-ready, and aspirational customers and deliver value to consumers worldwide."*

With this launch, Ujjivan SFB continues building a strong product suite that aligns with the changing banking needs of consumers looking for convenience, security, and premium lifestyle experiences.

Key highlights of the features and benefits:

- ✓ Two complimentary domestic airport lounge access per quarter
- ✓ One complimentary international airport lounge access per year
- ✓ Personal accident and total permanent disability cover of ₹ 10 lakhs
- ✓ Complimentary rounds of golf lessons or one session per quarter
- ✓ One complimentary wellness service per quarter
- ✓ One annual complimentary premium health check-up
- ✓ One free travel coupon from cab aggregators once per quarter
- ✓ Emergency cash concierge services at international location
- ✓ Domestic 24/7 concierge services
- ✓ Other exclusive merchant offers
- ✓ Higher transaction limits
- ✓ Contactless transactions

Disclaimer: The features and benefits on International RuPay Select Debit Cards are provided by NPCI and are subject to the guidelines issued from time to time by RBI and NPCI.

About Ujjivan Small Finance Bank Limited (www.ujjivansfb.in)

Ujjivan SFB is one of the leading small finance banks. The bank began operations in February 2017 and currently serves ~95-plus lakh customers through its 753 branches and more than 24,000 employees spread across 26 states and union territories in India. Gross loan book stands at ₹32,122 crores with a deposit base of ₹37,630 crores as of March 31, 2025.

Ujjivan SFB, as a mass-market bank, remains committed to serving unserved and underserved segments through financial and digital inclusion. The strengthened digital interfaces across regions and languages have empowered Ujjivan SFB customers to seek timely and easy access to finance at all times.

Ujjivan SFB has been assigned a credit rating of AA- (Stable)/A1+ from CARE/CRISIL respectively towards its long-term bank facilities, fixed deposits and CD program depicting sustenance of Ujjivan SFB's Performance.

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