

**SBM Bank partners with  
OneCard to launch mobile  
based credit card**

# PRINT COVERAGE

## SBM Bank partners with OneCard to launch mobile based credit card

### **Banking**

SBM Bank India and OneCard have introduced a mobile-based credit card. A user can apply for the card digitally via the OneCard or OneScore app. OneCard will leverage Visa's technology and global acceptance.

## SBM Bank partners with OneCard to launch mobile based credit card

### एसबीएम बैंक इंडिया मोबाइल-आधारित क्रेडिट कार्ड का विस्तार करने के लिए वनकार्ड के साथ सहयोग किया

मुंबई। स्मार्ट बैंकिंग समाधानों के विस्तार के रूप में सबसे युवा सार्वभौमिक बैंकों में से एक, एसबीएम बैंक इंडिया ने मोबाइल-आधारित क्रेडिट कार्ड पेश करने के लिए वनकार्ड के साथ सहयोग किया है। इस साझेदारी के साथ, पार्टनर का लक्ष्य तकनीक की समझ रखने वाली आबादी को पूरा करना है, जिन्होंने जीवन के प्राकृतिक तरीके के रूप में डिजिटल को अपनाया है। एसबीएम बैंक इंडिया के रिटेल और कंज्यूमर बैंकिंग के प्रमुख नीरज सिन्हा ने साझेदारी पर टिप्पणी करते हुए कहा, वनकार्ड के साथ सहयोग करना हमारे लिए विश्व स्तरीय डिजिटल उत्पादों और अनुभवों को बनाने के लिए प्रौद्योगिकी का लाभ उठाने पर उनका ध्यान दिया गया। यह साझेदारी हमारे स्मार्ट बैंकिंग मिशन के साथ तालमेल बिठाने के लिए है, जो ऐसे उत्पादों का निर्माण करने के साथ विशिष्ट उपभोक्ता जरूरतों को पूरा करते हैं और अत्याधुनिक प्लेटफॉर्म के माध्यम से अभिनव समाधान प्रदान करते हैं। मोबाइल-फर्स्ट, क्रेडिट कार्ड देश के बढ़ते डिजिटल इकोसिस्टम को स्वीकार करने और जश्न मनाने की दिशा में एक महत्वपूर्ण कदम है।

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SBM Bank on Monday said it has partnered with fintech player OneCard to launch a mobile-based credit card.

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With this partnership, the bank said it aims to cater to the tech-savvy populace who have embraced digital as a natural way of life.

OneCard will leverage Visa's technology and global acceptance in this co-branded credit card offering through an app, SBM Bank said in a release.

"This partnership is in sync with our smart banking mission to build products that meet specific consumer need gaps and provide innovative solutions through state-of-the-art platforms," Neeraj Sinha, Head - Retail and Consumer Banking, SBM Bank India, said.

The mobile-first, credit card is a significant step towards acknowledging and celebrating the expanding digital ecosystem of the country, he said.

Vibhav Hathi, Co-founder and CMO, OneCard said research shows that empowerment and transparency are the two main aspects that the digitally savvy young consumers are seeking nowadays.

"This corroborates our belief that they are hungry for credit cards which allow them to be in the driver's seat, giving them full control," Hathi said.

The company earlier launched the OneScore app in 2019 allowing people to monitor and manage their credit health.

The scoring platform is widely popular and has acquired more than 7 million users within just two years of its launch, said the release.

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**STARTUP DIGEST: Unacademy's \$10.5 mn ESOPs buyback, Fisdom ties up with UCO Bank, Ola Scooter to hit US streets by 2022**

By Aishwarya Anand | Sep 07, 2021, 12:23 AM IST (Updated)

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There were several important developments in the startup space during the day on Monday. Here are the top stories that made headlines in the startup universe.



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PTI • September 07, 2021, 07:30 IST



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## [SBM Bank India Collaborates with OneCard to extend mobile-based credit cards](#)

 **SBM Bank ने वनकार्ड के साथ की साझेदारी, मोबाइल आधारित क्रेडिट कार्ड होगा लॉन्च**  
  
  
  
  




Publish Date:Wed, 08 Sep 2021 08:00 AM (IST) | Author: Nitesh

SBM Bank बैंक ने मोबाइल आधारित क्रेडिट कार्ड लॉन्च करने के लिए फिनटेक कंपनी वनकार्ड के साथ साझेदारी की है। SBM ने कहा टर्कोटिंग प्लेटफॉर्म व्यापक रूप से लोकप्रिय है और इसके लॉन्च होने के केवल दो वर्षों के भीतर 70 लाख से अधिक यूजर्स मिल चुके हैं।

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### SBM Bank India Collaborates with OneCard to extend mobile-based credit cards

With in-app on-boarding, the virtual card can be activated and used instantly, while the physical card is delivered to the customer in as less as 3-5 days

By Express Computer — On Sep 7, 2021



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## SBM Bank India Collaborates with OneCard to extend mobile-based credit cards

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Published on September 6, 2021

*Card aims to offer a Smart, digital-first experience to the consumers*

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**Mumbai** : As an extension of the Smart Banking solutions, SBM Bank India, one of the youngest universal Banks has collaborated with OneCard, to introduce a mobile-based credit card. With this partnership, the partner aims to cater to the tech savvy populace who has embraced 'digital' as a natural way of life.

Commenting on the partnership, **Neeraj Sinha, Head – Retail and Consumer Banking, SBM Bank India, said**, "Collaborating with OneCard came naturally to us, given their focus on leveraging technology to create world-class digital products and experiences. This partnership is in sync with our Smart Banking mission to build products that meet specific consumer need gaps and provide innovative solutions through state-of-the-art platforms. The mobile-first, credit card is a significant step towards acknowledging and celebrating the expanding digital ecosystem of the country."

OneCard is a fintech start-up that aims to digitally revolutionise credit and payments in India. The partnership combines OneCard's exceptional technology to manage the complete digital credit card lifecycle and SBM Bank India's banking prowess consisting of its diverse product range, collaborative ecosystem, and global expertise in finances. This partnership will cater to the tech-savvy population offering a mobile-first approach.

On the launch **Vibhav Hathi, Co-founder & CMO, OneCard said** "Research has shown multiple times that 'empowerment' and 'transparency' are the two main aspects which the digitally savvy young consumers are seeking

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The co-branded card is powered by a slick, smart OneCard app which, for the first time ever, gives the customer full control of their

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by Our Correspondent - Sep 06, 2021



- Card aims to offer a Smart, digital-first experience to the consumers
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Bhumika Sahu · 7 Sep 2021 11:22 AM



## SBM Bank India Collaborates with OneCard to extend mobile-based credit card "mobile first"

### BANKING & FINANCE

SBM-India partners with OneCard to launch mobile-based credit card 'mobile-first'



In order to target the tech-savvy population, SBM Bank-India (State Bank of Mauritius), on September 6, 2021, has partnered with OneCard to launch a mobile-based credit card namely 'mobile-first' which will be offered through an app.

- This launch will be a part of the bank's **smart banking mission** which acknowledges the expansion of digitalization in India.
- In this partnership, OneCard will utilize its Visa's technology and global acceptance.

#### Key Points:

i. This credit card will be powered by a **slick**, smart OneCard app which, for the first time

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Apeksha Sandesh Network Sep 7, 2021



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## SBM BANK & ONECARD COLLABORATE TO DEVELOP MOBILE-BASED CREDIT CARD

### **SBM BANK & ONECARD COLLABORATE TO DEVELOP MOBILE-BASED CREDIT CARD**



Posted On: Date: September 08, 2021 Posted By: Madhura Detha

SBM Bank India has recently stated that it has partnered with OneCard, India's best and most innovative metal credit card, to launch a mobile-based credit card. With this collaboration, the bank intends to cater to the tech-savvy population in India.

According to a statement released by SBM, OneCard will use Visa's technology and global acceptability in this co-branded credit card product via an app.

Neeraj Sinha, Head – Retail and Consumer Banking, SBM Bank India, stated that this collaboration is in line with the

