

**SBM Bank India and
PaisaBazaar roll out StepUp
Secured Credit Cards towards
easing access to credit**

PRINT COVERAGE

Paisabazaar, SBM bank announce to launch Step Up credit card

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STAFF REPORTER ■ BHOPAL

Paisabazaar.com, India's largest lending marketplace and Credit Score platform, and SBM Bank India, the youngest universal Bank, today announced the launch of Step Up Credit Card – a credit builder product designed for consumers with limited access to formal credit, due to ineligible credit score.

A key part of Paisabazaar's long-term growth strategy is building neo-lending products with partners, to meet specific consumer need gaps. These innovative products would drive inclusiveness, by enabling underserved segments to access credit and over the long-term, strengthen the lending ecosystem. The Step Up Credit Card, built in partnership with SBM Bank India, is the first product to be launched under Paisabazaar's neo-lending strategy.

A secured card provided against a fixed deposit (with SBM

Bank India), Step Up Card helps consumers with damaged credit or those with no credit history to steadily build their Credit Score. While responsible use of Step Up Credit Card enables consumers to reach a strong Credit Score, it also allows them to enjoy benefits of a credit card, and earn strong returns on their fixed deposit. For more details on Step Up Credit Card

<https://www.paisabazaar.com/stepupcard/>.

Naveen Kukreja, CEO & Co-founder, Paisabazaar.com, said, "For India's lending industry, the big challenge remains market under-penetration. Even today, credit is restricted to only select consumer segments. At Paisabazaar, we are uniquely placed to expand the reach of formal credit, together with our partners. The Step Up Card, created with SBM Bank India, is a testimony to our commitment to serve underserved customer segments."

Paisabazaar rolls out neo-lending strategy, launches Step Up Credit Card with SBM Bank India

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NEW DELHI: Lending marketplace and Credit Score platform Paisabazaar.com has tied up with SBM Bank India to announce the launch of Step Up Credit Card a credit builder product designed for consumers with limited access to formal credit, due to ineligible credit score.

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Consumers can take the Step Up Credit Card on the Paisabazaar platform through a completely digital and paperless process, with instant issuance and activation.

Paisabazaar and SBM Bank India are also creating a program that would enable revisions in credit limit, based on consumer usage and behaviour through the Step Up Credit Card, the company added. Naveen Kukreja, CEO & Co-founder, Paisabazaar.com, said, "For India's lending industry, the big challenge remains market under-penetration. Even today, credit is restricted to only select consumer segments.

At Paisabazaar, we are uniquely placed to expand the reach of formal credit, together with our partners. The Step Up Card, created with SBM Bank India, is a testimony to our commitment to serve underserved customer segments."

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-  Build your credit history
-  Earn competitive interest rate on your FD
-  Get rewards on all your spends
-  100% Pre-approved Credit Card



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Gurugram (Haryana) [India], June 22 (ANI/NewsVair):

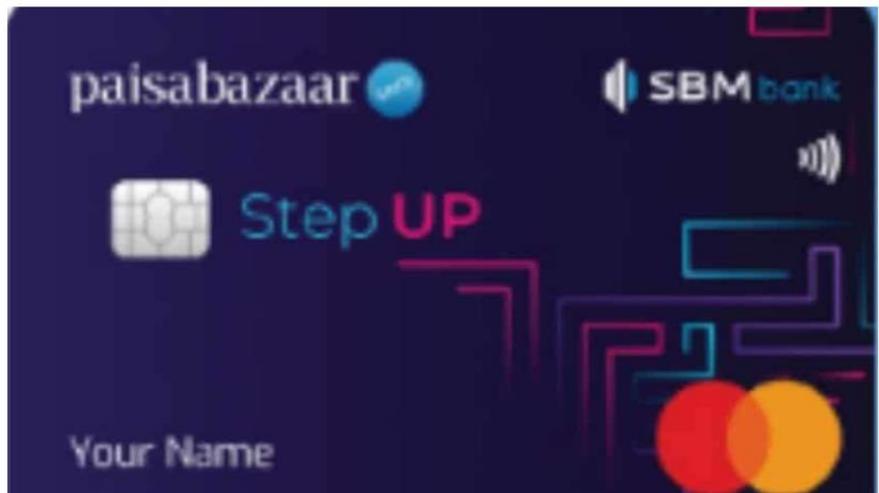
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A key part of Paisabazaar's long-term growth strategy is building neo-lending products with

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Paisabazaar.com and SBM Bank India on Tuesday (June 22) launched the Step Up Credit Card - a credit builder product designed for consumers with limited access to formal credit, due to ineligible credit score.



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The Step Up Credit Card, built in partnership with SBM Bank India, is the first product to be launched under Paisabazaar's neo-lending strategy.

Paisabazaar.com launches step-up credit card with SBM Bank India

Paisabazaar.com with SBM Bank of India has launched Step-Up Credit Card, the first product of its neo-lending strategy. The Step-up card is a credit-builder designed for customers with limited access to formal credit. With this launch, Paisabazaar.com aims to cater to the specific needs of various consumer segments.

ETBFSI · June 22, 2021, 17:53 IST



India's largest lending marketplace, Paisabazaar.com, as a part of its neo-lending strategy, announces the launch of Step-Up Credit Card with SBM Bank of India, the youngest universal Bank in India.

Paisabazaar.com aims to roll out innovative products under its long-term growth strategy. With the Step-Up Credit Card, it aims to make credit more accessible especially among the underserved segments by helping consumers with damaged credit or no credit history to build their credit score, thus strengthening the lending ecosystem in the long term.

SBM Bank, Paisabazaar introduce Step Up Credit Card



Naveen Kukreja, CEO and co-founder, Paisabazaar.com

1 min read · Updated: 22 Jun 2021, 05:13 PM IST

Shayan Ghosh

- A key part of Paisabazaar's long-term growth strategy is building neo-lending products with partners, to meet specific consumer need gaps.
- Consumers can take the Step Up Credit Card on the Paisabazaar platform through a completely digital and paperless process, with instant issuance and activation.



Lending marketplace Paisabazaar.com and SBM Bank India on Tuesday announced the launch of Step Up Credit Card—a credit-builder product designed for consumers with limited access to

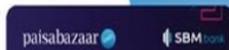
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Paisabazaar rolls out its neo-lending strategy, launches Step Up Credit Card with SBM Bank India

June 22, 2021 23:30 IST | ANI Press Release

SBM Bank India &
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Step Up Card



Paisabazaar launches Step Up Credit Card for consumers with limited access to formal credit

Paisabazaar launches Step Up Credit Card for consumers with limited access to formal credit

By: FE Online | June 22, 2021 2:48 PM

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Wednesday, 23 June 2021 | Staff Reporter | Bhopal



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Paisabazaar Rolls out its Neo-lending Strategy, Launches Step Up Credit Card with SBM Bank India

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22 June 2021 Last Updated at 3:10 pm | Source: PTI



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(Eds: Disclaimer: The following press release comes to you under an arrangement with NewsVoir. PTI takes no editorial responsibility for the same.)
Gurgaon, Haryana, India (NewsVoir)

- Step Up Credit Card is a secured credit card, backed by a FD
- Aimed for consumers, who are new to credit or have damaged credit
- The card has an end-to-end digital process, with instant issuance and activation
- First in line in Paisabazaar's neo-lending strategy, aimed to drive inclusiveness

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Paisabazaar Rolls Out Step Up Credit Card With SBM Bank India

Paisabazaar Partners with SBM Bank India to launch Step Up Credit Card

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By [siliconindia](#) | Tuesday, 22 June 2021, 03:33:18 PM IST



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22 June, 2021
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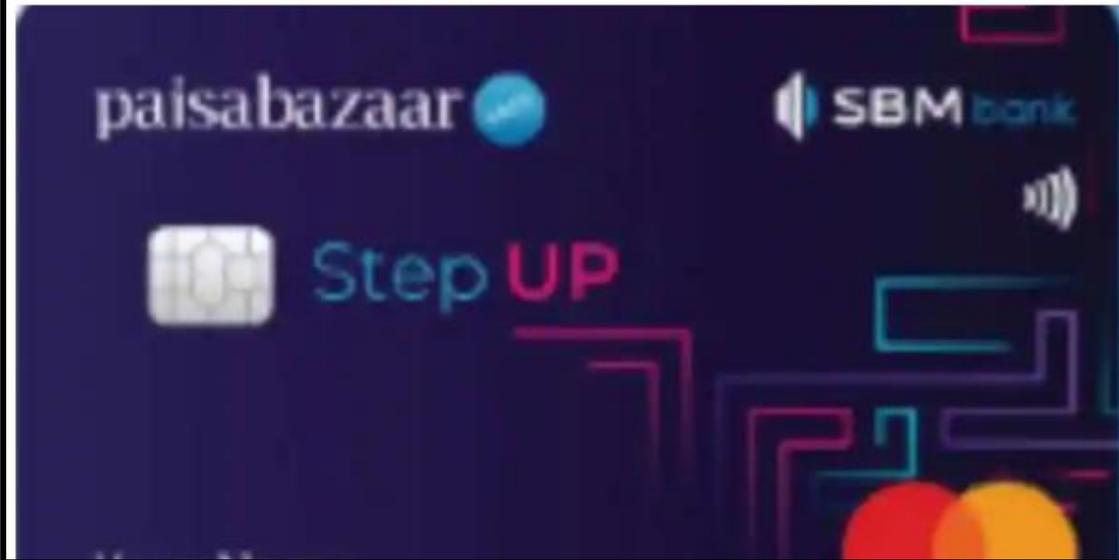
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Paisabazaar develops neo-lending strategy

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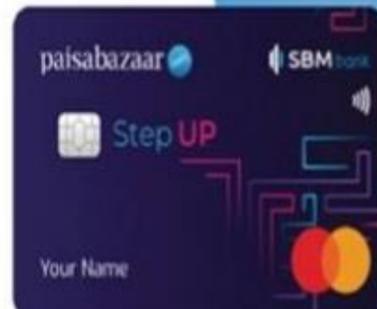
Step Up Card



Build your credit history



Earn competitive interest rate on your FD



Paisabazaar rolls out its neo-lending strategy, launches Step Up Credit Card with SBM Bank India

Paisabazaar rolls out its neo-lending strategy, launches Step Up Credit Card with SBM Bank India

ANI PR 22 June, 2021 1:44 pm IST



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Build your credit history



Earn competitive interest rate on your FD



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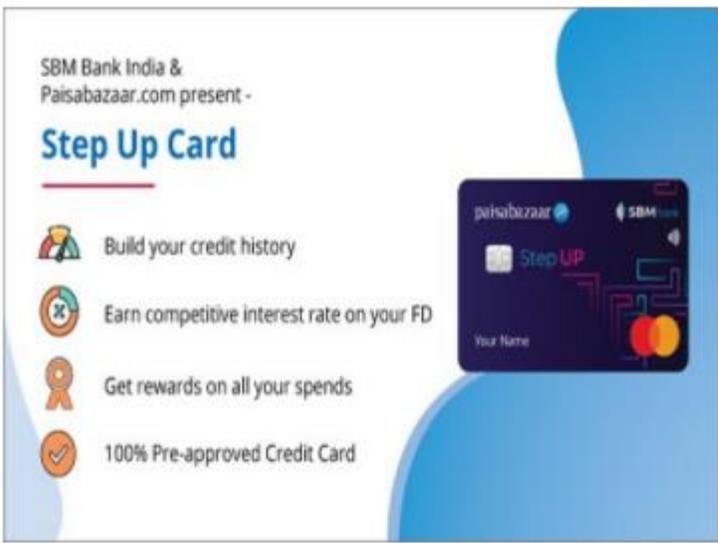
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- Build your credit history
- Earn competitive interest rate on your FD
- Get rewards on all your spends
- 100% Pre-approved Credit Card

Step Up Credit Card

Paisabazaar rolls out its neo-lending strategy, launches Step Up Credit Card with SBM Bank India

ANI | Updated: Jun 22, 2021 14:14 IST

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Key highlights of Step Up Credit Card

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Sumit Arora Published On June 28th, 2021



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