



JET AIRWAYS PARTNERS WITH HDFC BANK TO LAUNCH AN EXCLUSIVE RANGE OF 'JetPrivilege-HDFC Bank' CO-BRANDED CREDIT CARDS

Mumbai, August 7, 2012: Jet Airways' – JetPrivilege, India's largest and Freddie's award winning frequent flyer programme, has partnered with HDFC Bank, India's second largest private sector bank to launch 'JetPrivilege-HDFC Bank Credit Card', an exclusive range of Credit Cards offering unique benefits and rewards in the form of JPMiles.

JetPrivilege-HDFC Bank Co-branded Credit Cards will offer enhanced mileage earning opportunities to customers across many cities in India. The co-brand credit cards will promote increase in card usage, making air travel more affordable and rewarding for cardholders. The partnership is a win-win for customers, as it brings together the combined experience of HDFC Bank's understanding of the end-users, attained by being the leading player in the credit card segment; and Jet Airways, who manage one of the most successful frequent flyer programme.

The JetPrivilege-HDFC Bank Credit Card with its World, Platinum and Titanium variants will be offered on the MasterCard network platform allowing customers access to benefits across the world. JetPrivilege-HDFC Bank World Credit Card, being the premium variant, will entitle the cardholders to enjoy a wide bouquet of lifestyle benefits, including 6 JPMiles for every Rs. 150 spent and another 10,000 JPMiles within the first 90 days.

Customer feedback and research points towards creating a value proposition which allows them to pool their points or miles in one account. With this partnership, the cardholders will be able to aggregate all their spends into one account with single reward currency – JPMiles and pool their earnings through various programme partners to thus fast track their ability to 'FLY FREE FASTER'.

Mr. Nikos Kardassis, Chief Executive Officer of Jet Airways, said, "Our objective is to deepen the relationship with our guests. The co-branded card offers multiple benefits to guests as exceptional values are bundled together in the usage of plastic as an electronic payment device. JetPrivilege is committed to significantly enhancing the travel options available to all its members, with better payment flexibility and convenience. This tie up with HDFC Bank is another unique travel option aimed at making air travel more economical, and cost-effective for family travel. This co-branded program bears testimony to our customer-centric approach and will mutually work towards strengthening customer relationships and is a win-win for JetPrivilege, HDFC Bank, and our mutual guests"

On the partnership, **Mr. Paresh Sukthankar, Executive Director, HDFC Bank,** stated, "As the country's leading player in plastic money and consistently offering our customers world class products that are customized to suit his ever evolving need, HDFC Bank's partnership with Jet Airways will further enhance customer experience and provide them with a product that is exclusive and superior. HDFC Bank's first airline co-branded card comes after much thought and research to ensure it symbolizes a product of the highest quality and great customer value.



On the occasion, **Mr. Parag Rao, Business Head – Credit Cards & Merchant Acquiring Services, HDFC Bank**, said, “For the first time, the partnership between HDFC Bank and Jet Airways will provide customers a range of premium credit cards to choose from. The JetPrivilege-HDFC Bank co-branded cards will give customers the opportunity to choose Jet Airways as their preferred airline. We are confident that our co-branded cards will make air travel, a truly rewarding experience.”

About Jet Airways: Jet Airways currently operates a fleet of **100** aircrafts, which include 10 Boeing 777-300 ER aircraft, **11** Airbus A330-200 aircraft, **59** next generation Boeing 737-700/800/900 aircraft and 20 modern ATR 72-500 turboprop aircraft. With an average fleet age of **6.06** years, the airline has one of the youngest aircraft fleets in the world. Flights to 74 destinations span the length and breadth of India and beyond, including Abu Dhabi, Bahrain, Bangkok, Brussels, Colombo, Dammam, Dhaka, Doha, Dubai, Hong Kong, Jeddah, Kathmandu, Kuwait, London(Heathrow), Milan, Muscat, New York (both JFK and Newark), Riyadh, Sharjah, Singapore and Toronto.

About JetKonnnect: A consolidation of the erstwhile JetLite and Jet Airways Konnect brands, the new JetKonnnect service is a dedicated product designed to meet the needs of the low fare segment. JetKonnnect will also offer guests a Premiere service on certain select routes. With its mixed fleet of Boeings and ATR aircraft and 400 daily flights connecting 56 destinations across India, JetKonnnect provides more flexibility and choice to its guests, making it India’s largest low fare brand. JetKonnnect’s convenient schedules, reliable service and low fares promise to bring greater value and a seamless flying experience to our customers.

Jet Airways and JetKonnnect have a combined fleet strength of **117** aircraft, and operate over 620 flights daily.

About HDFC BANK: Promoted in 1995 by Housing Development Finance Corporation (HDFC), India's leading housing finance company, HDFC Bank is one of India's premier banks providing a wide range of financial products and services to its 25 million* customers across hundreds of Indian cities using multiple distribution channels including a pan-India network of branches, ATMs, phone banking, net banking and mobile banking. Within a relatively short span of time, the bank has emerged as a leading player in retail banking, wholesale banking, and treasury operations, its three principal business segments.

The bank’s competitive strength clearly lies in the use of technology and the ability to deliver world-class service with rapid response time. Over the last 17 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of June 30, 2012, the Bank had a distribution network with 2,564 branches and 9,709 ATMs in 1,416 localities.



For the quarter ended June 30, 2012, the Bank's total income was INR 95.369 billion (₹9,536.9 crore) as against INR 70.98 billion (₹7,098 crore) for the quarter ended June 30, 2011. Net revenues (net interest income plus other income) were INR 50.135 billion (₹5,013.5 crore) for the quarter ended June 30, 2012, as against INR 39.68 billion (₹3,968 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended June 30, 2012, was INR 14.174 billion (₹1,417.4 crore), up by 30.6% over the corresponding quarter ended June 30, 2011.

The Bank's total balance sheet size increased by 25.9% to INR 3,600.01 billion (₹360,001 crore) as of June 30, 2012. Total deposits were INR 2,575.31 billion (₹257,531 crore) as of June 30, 2012.

Total income for the year ended March 31, 2012, was INR 325.3004 billion (₹32,530.04 crore).

Leading Indian and international publications have recognized the bank for its performance and quality.

For more information please log on to: www.hdfcbank.com

[Click here to view](#) TV Seshadri, Division President-South Asia, MasterCard; Nikos Kardassis, CEO, Jet Airways & Paresh Sukthankar, ED, HDFC Bank handing over the First JetPrivilege HDFC Bank Co-branded Credit Card to Girish Bhagat, a JetPrivilege customer at the launch of the JetPrivilege HDFC Bank Co-branded range of Credit Cards in Mumbai.

For media queries please contact:

Ragini Chopra Vice President Jet Airways (I) Ltd. Corporate Communications & Public Relations New Delhi, India Tel: +91 11 4164 5080 Fax: +91 11 4609 5084 raginic@jetairways.com	Neeraj Jha Head, Corporate Communications HDFC Bank Ltd., Mumbai. Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B) Fax: 91 22 490 3168 Mobile: 09323620828 neeraj.jha@hdfcbank.com
--	---