



NEWS RELEASE

HDFC Bank Ltd,
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai – 400 013

HDFC Bank launches a bouquet of premium travel credit cards for the Global Indian

-Power of Three: *Regalia, Superia and Platinum Edge*-

Bengaluru, Aug 2, 2011: HDFC Bank, the largest credit card issuer in the country, has launched a pack of three premium credit cards that will make air travel for the ultra-rich a walk in the air. With the Global Indian logging thousands of air miles to set his footprint across the world, the formidable trio of Regalia, Superia and Platinum Edge will offer them a complete solution to all their travel needs.

If Infinia (launched on July 12), our virtually “no-limits” credit card, has redefined the way the rich and the famous live it up, these travel cards will ensure that their flights don’t hit an air pocket. The cards come loaded with unique privileges with the USP being their reward point redemption system which gives one the freedom to choose from a wide array of airlines to cash in on the air miles accumulated on the card.

HDFC Bank is proud to launch these cards in the IT and travel hub of Bengaluru which boasts of one of the finest airports in India. The city is home to many a frequent traveller and according to the latest Airports Authority of India passenger traffic report, international aircraft movement in Bangalore jumped 10.9% in May 2011 — the highest in India. The city was also ahead of the curve in international passenger traffic growth during the period, registering growth of 8.1% compared to the national average of 7.6%.

Pralay Mondal, Country Head, Retail Assets and Credit Cards, HDFC Bank, said: “HDFC Bank already enjoys the highest mind- and wallet-share in credit cards in India. With this range of products, we have addressed all possible needs that a Global Indian traveller may have. We want to see these travel cards in the wallet of every jet-setter in India.”



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The range of cards will be available on both VISA and MasterCard platforms. The Bank has a credit card base of 50.5 lakh as of March 31, 2011.

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

[Click here](#) to view: At the launch, Mr. Pralay Mondal (left), Head, Retail Assets & Credit Cards, HDFC Bank, hands over the first Premium Travel Credit Card Regalia to Mr. KP Ponappa - President & CEO, Inde Comm Global Services

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