



Media Release

## DMI Finance and RBL Bank Unveil New Co-Branded Credit Card

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**Delhi, September 11, 2024:** DMI Finance Private Limited (“DMI”), a part of the DMI Group, and RBL Bank today announced a strategic partnership to offer co-branded credit cards to existing customers of DMI Finance.

This partnership aims to broaden credit card access to customers across metro and non-metro cities in India by combining RBL Bank’s deep expertise in credit card offering with DMI’s strong track record of driving digital financial inclusion at scale. The credit card will include spend-driven benefits like accelerated reward points, no-cost EMI options, and discounts at top merchants.

**Shivashish Chatterjee, Co-founder of the DMI Group** said, “A pan-India footprint that covers 95%+ of pin codes and enables DMI to process over 30 million credit applications every year, when combined with RBL Bank’s credit card expertise, presents a compelling offering for underserved communities across India. We remain focused on our core mission to deepen access to sustainable credit and enable economic mobility for millions of aspiring Indians.”

**Bikram Singh Yadav, Head - Credit Cards, RBL Bank** said, “RBL Bank has a strong presence in the credit cards space with over 5.3 million cards in force. Our alliance with DMI Finance allows us to expand our scale and take our financial products to a larger consumer base. We aim to introduce highly innovative and value-centric products backed by a seamless digital onboarding experience.”

Leveraging accessible DMI Finance’s customer base of 25 million, this partnership will enhance financial inclusion by bringing credit card access to underserved, creditworthy individuals across India.



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### **About the DMI Group**

DMI Finance is a Systemically Important Non-Banking Financial Company and part of the DMI Group. For more information, please visit <https://dmifinance.in>

Founded in 2008 and supported by a deeply experienced team across 40+ offices in India, the DMI Group is a pan-India financial services platform with core businesses in digital finance, housing finance and asset management. It has raised over USD 1.5 billion in investment capital and is supported by global institutional investors, strategic family offices and leading Indian and international banks.

### **About RBL Bank**

RBL Bank is one of India's leading private sector banks with an expanding presence across the country. The Bank offers specialized services under five business verticals namely: Corporate Banking, Commercial Banking, Branch Banking & Retail Liabilities, Retail Assets and Treasury & Financial Markets Operations. It currently services over 15.90 million customers through a network of 545 branches; 1,261 business correspondent branches (of which 297 banking outlets) and 398 ATMs spread across 28 Indian states and Union Territories.

RBL Bank is listed on both NSE and BSE (RBLBANK).

For more information, please contact:

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