



## Press Release

### **Bharat Petroleum Bank of Baroda RuPay NCMC Platinum International co-branded Debit Card**

- *BOB BPCL RuPay co-branded debit card to provide 0.75% cashback on fuel transactions at BPCL outlets up to INR 45 per transaction*
- *Customers to receive a 5% cashback up to INR 50 on the first 2 transactions at BPCL outlets*
- *Customers to earn 10 PetroMiles on every fuel transaction worth INR 100 that can be redeemed via BPC SmartDrive app*

**Mumbai, September 20, 2021:** Bank of Baroda (BoB) - India's third-largest public sector bank and Bharat Petroleum Corporation Limited (BPCL) - a 'Maharatna' & a Fortune Global 500 Company have announced the launch of BoB BPCL RuPay NCMC Platinum International co-branded Contactless Debit Card.

This personalised RuPay platinum international debit card comes with various benefits including 5% cashback up to INR 50 on the first 2 transactions at BPCL outlets. The customers will also receive 0.75% cashback incentive on fuel transactions up to maximum INR 45 per transaction at over 19000+ BPCL outlets across India.

The BoB BPCL RuPay co-branded debit cardholders will further get an enhanced cash withdrawal facility of up to INR 50,000 at ATMs. They will also be able to shop for maximum INR 100,000 from e-commerce portals and physical outlets using PoS machines. Additionally, cardholders will have access to RuPay concierge services, domestic airport lounges along with an accidental insurance worth INR 200,000.

The customers can onboard the BPCL PetroBonus loyalty platform and accrue handsome loyalty points (PetroMiles). This will earn them 10 PetroMiles on every fuel transaction worth INR 100, which they can redeem for Rewards through BPCL SmartDrive app.

The BoB BPCL RuPay co-branded debit card is powered with the "National Common Mobility Card" feature that enables contactless transactions across all the public transport systems in the country such as metros, buses, cabs suburban railways, toll, parking, and topping-up FASTags and also for retail purchases. All the above benefits with a nominal issuance fee of INR 250 per annum.

Speaking at the launch, **Shri. Ajay K. Khurana, Executive Director at Bank of Baroda** said, "Our Bank believes in offering our customers the best of services and solutions through innovative products. This co-branded RuPay debit card from the partnership with BPCL and NPCI is one such product that provides contactless customer experience bundled with value added services. The fuel card is, amongst the best offering in the market."

Speaking at the launch, **Shri P.S. Ravi, Executive Director (Retail) of BPCL** said, "The BPCL BoB RuPay NCMC Platinum International co-branded contactless debit card is an important milestone in BPCL's digital journey and in line with our Pure for Sure customer promise of continuously offering differentiated value to our customers alongwith the means of staying safe and contactless in their fuel transactions at BPCL fuel stations. We are delighted to partner with Bank of Baroda and NPCI and



welcome customers to our card which is integrated with our PetroBonus loyalty program, a unique and differentiating feature of the card program. This unique technology integration will enable our customers to get rewarded with Petromiles each time they fuel at a BPCL fuel station across the country in addition to the bouquet of value ads making it truly the best-in-class co-branded debit card in the country.”

**Mr. Rajeeth Pillai, Chief Relationship Management and Marketing, NPCI said,** “We are happy to collaborate with Bank of Baroda and Bharat Petroleum to launch the co-branded Platinum International Contactless Debit Card on the RuPay network. We endeavour to empower RuPay’s growing customer base with attractive offers and rewards for fuel transactions carried out at BPCL outlets. We believe that this partnership will add more value for our RuPay customers and provide a rewarding, convenient, and contactless shopping experience to them.”

#### **About Bank of Baroda:**

Bank of Baroda (“The Bank”) established on 20th July 1908 is a State-owned banking and financial services organisation, headquartered in Vadodara (earlier known as Baroda) in Gujarat, India.

Bank of Baroda is India’s leading public sector bank with a strong domestic presence supported by self-service channels. The Bank’s distribution network includes 8,200+ branches, 11,600+ ATMs, Cash Recyclers supported by self-service channels and over 23,000 Business Correspondents. The Bank has a significant international presence with a network of 96 branches/offices of subsidiaries, spanning 19 countries. The Bank has wholly owned subsidiaries including BOB Financial Solutions Limited (erstwhile BOB Cards Ltd.), BOB Capital Markets and Baroda Asset Management India Ltd. Bank of Baroda also has joint ventures for life insurance viz. IndiaFirst Life Insurance Company Limited and India Infradebt Ltd., engaged in infrastructure financing. The Bank owns 98.57% in The Nainital Bank. The Bank has also sponsored three Regional Rural Banks namely Baroda Uttar Pradesh Gramin Bank, Baroda Rajasthan Gramin Bank and Baroda Gujarat Gramin Bank.

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#### **About Bharat Petroleum Corporation Ltd. (BPCL):**



A Fortune Global 500 Company, Bharat Petroleum is the second largest Indian Oil Marketing Company and one of the premier integrated energy companies in India, engaged in refining of crude oil and marketing of petroleum products, with a significant presence in the upstream and downstream sectors of the oil and gas industry. The company attained the coveted Maharatna status, joining the elite club of companies having greater operational & financial autonomy.



Bharat Petroleum's Refineries at Mumbai & Kochi and subsidiary Bharat Oman Refineries Ltd., at Bina, Madhya Pradesh have a combined refining capacity of around 37 MMTPA. Its marketing infrastructure includes network of installations, depots, retail outlets, aviation service stations and LPG distributors. Its distribution network comprises over 19,000 Retail Outlets, 6,600 LPG distributorships, 733 Lubes distributorships, 123 POL storage locations, 52 LPG Bottling Plants, 58 Aviation Service Stations, 3 Lube blending plants and 4 cross-country pipelines.

With a focus on sustainable solutions, the company is developing a vibrant ecosystem. Bharat Petroleum has been partnering communities by supporting innumerable initiatives connected primarily in the areas of education, water conservation, skill development, health, community development, capacity building and employee volunteering. With 'Energising Lives' as its core purpose, Bharat Petroleum's vision is to be the most admired global energy company leveraging talent, innovation & technology.

### **About NPCI**

National Payments Corporation of India (NPCI) was incorporated in 2008 as an umbrella organization for operating retail payments and settlement systems in India. NPCI has created a robust payment and settlement infrastructure in the country. It has changed the way payments are made in India through a bouquet of retail payment products such as RuPay card, Immediate Payment Service (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), BHIM Aadhaar, National Electronic Toll Collection (NETC FASTag) and Bharat BillPay. NPCI also launched UPI 2.0 to offer a more secure and comprehensive services to consumers and merchants. NPCI is focused on bringing innovations in the retail payment systems through use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payments solutions with nationwide accessibility at minimal cost in furtherance of India's aspiration to be a fully digital society.

For more information, visit: <https://www.npci.org.in/>

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