



**IndusInd Bank Credit Cards Issuance and Conduct
Policy FY 25-26**

1. Product Description

Credit card is a physical or virtual payment instrument that allows the cardholder to make purchases and withdraw cash up to a pre-arranged ceiling, with a revolving credit facility.

The Bank has been issuing Consumer and Commercial Credit Cards in arrangement with Visa, Master Card, Amex and National Payments Corporation of India (NPCI). The target segment is both Salaried and Self-Employed individuals residing in India, at approved geographic locations within India. The Bank Credit Cards are globally valid and accepted at all the Amex, MasterCard, Visa merchant or National Payments Corporation of India (NPCI) establishments. The Bank may also, on a selective base issue Credit Cards to NRIs based on their relationship and profile. IndusInd Bank card holders can avail up to 5 add on cards upon request of customer. Add on cards are issued as per bank's defined eligibility policy and liability for any outstanding on such cards is a responsibility of the primary card holder. The bank has launched several product variants over the years expanding the product suite significantly, catering to both the mass and affluent segments.

Types of Cards

Credit Card offered to an individual or corporate can be of following types:

- 1) **Retail Cards:**
 - Unsecured Card (no collateral or security pledged)
 - Secured Card can be granted to IndusInd Bank customer, by marking lien on fixed deposit in favor of IndusInd Card.

- 2) **Commercial and Business Cards** (Payment and Expense Management Solution for Small Business and Corporates)
 - **Business Card**
Business card with entity liability (BCCL) aims to provide an expenses management solutions to business segment entities, self-employed individuals cater small ticket vendor payments, business expenses of clients with other product benefits. On the basis of complete credit assessment of the entity, the Bank shall assign credit limits to the entity. The entity, in turn can bifurcate such limits to its owners/management/employees in accordance to their internal policies & requirements.
 - **Corporate T&E**
The facility is to cater the business Travel, Conveyance & incidental expenses related to official travel and entertainment expenses.
 - **Corporate Purchase – TM**
The facility is targeted at companies operating in the field of Tours and Travels industry segment (Travel Management Companies)
 - **Corporate Purchase Card – Vendor Payments**
Small ticket business vendor payments and business General Purpose Utility Expenses.
 - **Virtual Card**
Unique virtual card for every purchase Enhanced security as the primary card limit is not exposed to the merchant.
Effective payment solution for international e-commerce payments

- 3) **Co-brand Cards:**
 - Issued to customers as part of mutual partnership between a Cobrand Partner and IndusInd Bank

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List of Consumer Credit Cards

Credit Card Product	Platform			
	VISA	MasterCard	NPCI (Rupay)	Amex
Super Premium Cards				
Indulge	✓			
Crest		✓		
Celesta				✓
Pioneer Heritage Metal	✓	✓		
Pioneer Legacy	✓	✓		
Solitaire Banking		✓		
Premium Cards				
Pinnacle		✓		
Iconia	✓			✓
Mass Affluent Cards				
NEXXT	✓	✓		
Legend	✓	✓		
Mass Cards				
Aura Edge	✓	✓		
Platinum	✓	✓	✓	
Duo	✓			
e-Pay				✓
Samman Credit Card			✓	
Co-brand Cards				
EazyDiner Signature	✓			
EazyDiner Platinum	✓			
Club Vistara Explorer	✓			
IndusInd Bank Avios	✓			
Poonawalla IndusInd Bank eLite			✓	
IndusInd Bank Tiger	✓			

Note: Above list comprises only those product variants which are currently being actively issued, Bank may add/ discontinue product variants from time to time.

Product Features by Card Variants

General Feature of all the Credit Cards of IBL

- ✓ Global validity
- ✓ Revolving credit facility with 5% minimum monthly repayment
- ✓ Temporary / Permanent limit enhancement facility available
- ✓ 24-hour cash withdrawal facility through ATM's
- ✓ 24-hour x 7days customer service facility through phone banking across the country
- ✓ Reward points and/or cash backs
- ✓ Installment / EMI Plans
- ✓ Mobile banking and net banking facilities. .

Specific Product Features vary at Product Level

Features at a product level, are captured in below website:

<https://www.indusind.bank.in/in/en/personal/cards/credit-card.html>

Product Feature Change Intimation

Any changes in product features will be intimated to card holder with 30 day's notice via e-mail / SMS messaging / Card statements and IndusInd Bank website.

Schedule of charges:

All schedule of charges is published on the bank website.

https://www.indusind.bank.in/content/dam/indusind-corporate/schedule-of-charges/credit-cards/MITC_Premium.pdf

Changes in MITC Intimation

Any change in MITC will be intimated to card holder with 30 day's notice via e-mail / SMS messaging / Card statements and IndusInd Bank website. The intimation to customers will be done by the department which is initiating the change.

Customer will also be informed about the changes with the latest link of MITC made available.

https://www.indusind.bank.in/content/dam/indusind-corporate/credit-cards/MITC_Premium.pdf

2. Acquisition Channels

1) **Retail Channels:**

a) **Internal channels:**

Cross sell to IndusInd bank customers by IndusInd employees or contract staff.

- ✓ In-House sales team comprising of Bank employees
- ✓ Cross sell to existing Bank customers through retail branch channel

b) **External Channels:**

Credit card sales by contracted Direct Sales Agents (DSA) or Sales Service providers

2) **Digital Channels:**

Credit card sales by customers applying online through bank's website or digital marketing/ Online portals

3) **Co-brand Partners**

Credit card sales are done by co-brand partners.

3. Credit Evaluation

Credit Cards are issued at the sole discretion of the bank and subject to credit evaluation and KYC guidelines defined by the bank. Credit Limit is assessed by the bank in accordance with the underwriting and credit guidelines defined by the bank.

General Policy guidelines

Parameter	Guidelines
Age	<ul style="list-style-type: none"> • Minimum: 18 years • Maximum: 70 years
Serviceable Location	<ul style="list-style-type: none"> • Residence pin codes to be within the banks sourcing list • In case of Secured card, non-serviceable location is acceptable if we have a retail branch
Contact Information	<ul style="list-style-type: none"> • Mobile Number and Email ID is mandatory • Landline , either at Office or Residence desirable
KYC	<ul style="list-style-type: none"> • As per extant KYC guidelines
Credit Bureau Norms	<ul style="list-style-type: none"> • Acceptable Credit behavior and score as per banks internal policies
Documents	<ul style="list-style-type: none"> • As applicable basis sourcing program
Income	<ul style="list-style-type: none"> • Minimum: INR 20,000
Other Norms	<p><u>Foreign National person</u></p> <ul style="list-style-type: none"> • Copy of Passport and Visa also required • 100% auto pay from IBL account or 100% ECS mandatory • Permanent address details and contact numbers mandatory
	<p><u>Non Residence Indian (NRI)</u></p> <ul style="list-style-type: none"> • Undertaking confirming adherence with FEMA regulations should be obtained • Client should have existing relationship and must be holding NRE/NRO account with IBL • 100% auto pay from IBL account

Credit Card applications are approved if they meet credit evaluation guidelines and the terms and conditions set by the Bank’s policies, standards and procedures. If an application fails to meet one or more credit criteria, customer is communicated about the same with the decline reason.

KYC Policy

Bank adheres to the KYC policy defined by RBI. KYC is validated digitally through NSDL, eKYC and Video KYC modes.

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4. Payments Processing

IndusInd Bank credit card customers have the following options for making payments for outstanding on credit card :

<ul style="list-style-type: none">• Netbanking• IndusMobile• NEFT/RTGS/IMPS• Phone Banking/IndusInd Cheque• INDIE App	<ul style="list-style-type: none">• Direct Debit/ECS/NACH• VMT/MMT• SWIFTPAY• PayU/ Paytm/ CRED	<ul style="list-style-type: none">• PhonePe• Ethera• BBPS• Cheque/Cash deposited at branches
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Payments are processed in half hourly batches from 4am to 11.30pm for cash and electronic modes of payments. VMT, MasterCard money-send and Cheque payment files are processed at the EOD. There is a daily payment recon done by Operations team. Rectifications if any are processed on First Vision system.

5. Loans on Credit Cards

Loans on credit cards are offered to customers based on the eligibility criteria.

There are the following types of loans available :

LBCL/ LOP (Loan on Phone/ Loan Below Credit limit): The LBCL/LOP program is primarily aimed at increasing usage for existing IBL credit cardholders who have demonstrated good account behaviour and passing through credit filters based on their delinquency string, repayment to outstanding ratios over a period, internal behavioural scores and Credit Bureau Scores. Under this program the Loan is offered within the available Credit Limit on the active Credit Card.

Outstanding to EMI/Retail Transaction to EMI: This program gives an option to the customer to convert their purchase transactions or purchase outstanding into EMIs payable over a period of time. This program is offered to customers at bank's discretion

All these products are offered through multiple channels like Inbound customer service, outbound telesales channels, Digital channels like Mbanking and Netbanking, digital platforms and EMI at point of sale.

Personal Loan on Credit Card (PLCC) : The PLCC program is primarily aimed at offering Loan Above Credit Limit of credit card under the Loan on Phone scheme for cardholders who have demonstrated good account behaviour in addition to satisfactory external credit behaviour evidenced from credit bureau records. PLCC is booked as a separate account with no linkage to the existing credit card of the customer. EMI is billed separately and not part of the existing credit card statement of the customer. Customers have to pay PLCC EMIs independent of the credit card outstanding in a separate loan account. Likewise, delinquency of PLCC product is also tracked and reported separately.

The credit card behavioural trends including repayment ratios, applicable behaviour scores and bureau scores are employed to assess client's eligibility as also the loan amount. The accounts are selected through stringent credit filters based on:

- Delinquency string
- Repayment ratios
- Internal behavioural scores and traits
- Bureau tracks and scores
- Debt to Burden ratio basis imputed income and obligations (as observed in bureau)

PLCC program is compliant with the Digital Lending Policy of the bank.

6. Credit Limit Increase (CLI) & Credit Line Decrease (CLD)

Bank reviews the credit limit of cardholder's account based on performance which includes spending, repayment and delinquency patterns, credit bureau history, internal behaviour score and other portfolio triggers. The customer may also submit income documents for enhancement of credit limit and the same can be processed through credit approved policy. Any increase in credit line is done post express consent received from customer. In line with extant RBI Directions, it shall be ensured that the credit limit as sanctioned and advised to the cardholder is not breached at any point in time without seeking explicit consent from the cardholder. Likewise based on card repayment behaviour, Bank will proactively initiate limit decrease, which may be permanent or temporary, and the same is informed to customers through SMS/e-mail. The customer may also request deduction of the limit and the same can be processed through credit approved policy on CRM system.

7. Card Upgrade:

IndusInd Bank may offer card upgrade basis account performance, cardholder's spending, payment patterns, credit bureau history, behaviour score and other portfolio triggers. Any upgrade in credit card product is done post express consent (OTP consent on digital channels, voice consent on recorded calls) received from customer.

8. Credit Card Customer service and Grievance Redressal

Credit Card customer service and grievance redressal process follows the overall retail banking grievance redressal policy that is approved by the customer service committee of the Board. The Bank also has a board approved compensation framework for retail banking services which includes credit cards. These policies cover in detail the channels available for the customers to report grievance, turn-around time, response timeline and compensation for various categories of grievances.

Grievance redressal mechanism including the escalation matrix is communicated to the customers via various touchpoints including bank website and billing statement. IndusInd Bank customers can register their grievances with us through various touch points as listed below.

https://www.indusind.bank.in/content/dam/regulatoryDisclosure/grievanceRedressal/grievance_redressal_policy.pdf

Level 1:

- Credit Card Customers can login their complaint relating to Credit cards, Mis-selling and Harassment calls as under:
- Call Contact Center on following nos.: 1860 267 7777 / 022 4220 7777 (Outside India)
- Email at premium.care@indusind.com
OR
- Write to the Bank's Credit Card Unit at:
IndusInd Bank Ltd. (Credit Cards division)
PO Box 9421, Chakala, MIDC,
Andheri (E), Mumbai – 400 093.
OR
- Register at the Branch through the complaint register
- Contact the Branch Manager
- Alternatively, Lodge complaint through the Bank's link as given below
<https://www.indusind.bank.in/in/en/personal/grievance-redressal.html>

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All the complaints related to Credit Cards will be handled by our Cards Services Cell. If a complaint has been received, our Card Services Cell will endeavour to send a response within 7 working days from the date of receipt of complaint.

Level 2:

In case customers do not receive a response within 7 working days they may escalate to Head -Cards Services:

- Email at nodal.officer@indusind.com
OR
- Write to:
Mr. A Sharma
Senior Vice President
IndusInd Bank Ltd, OPUS Center, 47, Central Road,
Opp. Tunga Paradise Hotel MIDC
Andheri (East), Mumbai 400093
OR
- Escalate the complaint through Bank's link as given below
<https://www.indusind.bank.in/in/en/personal/grievance-redressal.html>

Level 3:

In case Customer does not receive a response from Head-Cards Services within 7 days, they may escalate the complaint to Principal Nodal Officer, details as given below:

- Write to:
Ms. Dilnaz Sidhwa
Executive Vice President & Principal Nodal Officer
IndusInd Bank Ltd. OPUS Center, 47, Central Road,
Opp. Tunga Paradise Hotel MIDC,
Andheri (East), Mumbai 400093
Tel. No. (022) 6155 3705
Email at pno@indusind.com
OR
- Escalate the complaint through Bank's link as given below
<https://www.indusind.bank.in/in/en/personal/grievance-redressal.html>

9. Account Closures and Reinstatements

Credit card customers can also request for closure of credit card on voluntary basis via multiple service channels. Bank has a retention process whereby customers are contacted upon such closure requests to understand the concern and offer a resolution, if available. In case resolution is not possible, such requests are taken ahead for card closure within 7 working days from date of receipt of closure request, subject to clearance of all outstanding dues by the customer failing which Bank will be liable to pay compensation as per RBI guidelines. Bank may also initiate closure of credit cards in case the cardholder is in violation of any of the card member terms and conditions agreed at the time of issuance or as duly notified by the bank from time to time. Cardholder would be intimated upon card closure in such cases and shall be liable for clearing outstanding balance.

Bank may also initiate closure of the cards with prior intimation in case of sustained inactivity, after taking sufficient measures for engaging with the customer for card activation. In case of credit balance in the card account at the time of card closure, bank transfers such balances to customer's linked savings account (if any) or will request the customer to provide bank account details to initiate refund credit.

10. Loss / Theft / Misuse of Cards

- a. Customer must notify the Bank immediately via IVR if the Card is lost, stolen, if a third party knows PIN or other security information or if card being used without cardholders' permission.
- b. Card will be immediately blocked on intimation from the customer. Customer may also block and replace card via Internet Banking/Mobile Banking.

11. Collections Policy & Practices

Banks Code of Conduct: To comply with regulatory requirements and to adhere to Banks Code of Conduct, agents hired formally acknowledge the key aspects of Code of Conduct (COC)

12. Right of Set-off

The Bank has the right to use credit balances in a relationship account for payment of principal, interest and charges due on debts owed to the Bank, if the credit card customer holds a liability relationship with the Bank. In case of credit card accounts that are typically past-due or where the account is blocked, the collection officer may recommend exercising of the bank's right to set-off the entire card account outstanding. All set-off requests must be in compliance to approved process documents. The bank also has the right to set off against the reward points earned after sending a SMS to the customer.

13. Credit Information Reporting (CIC/ Credit Bureau)

The Bank submits the Cardholder's data to Credit Information Companies (CIC), namely TransUnion CIBIL Limited, Experian Credit Information Co., Equifax Credit Information Serviced Pvt. Ltd and CRIF High Mark Credit Information Services Pvt. Ltd every 15 days. This data includes the repayment status of all cardholders

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14. Co-branded Cards

The Bank has defined a policy framework for co-branding on credit cards and all changes/ modifications are covered as part of the Product Program.

- a. All co-branded cards are issued by IBL with the bank's name clearly visible on the front of the card.
- b. Co-branding Partner's (CBP) role is restricted to sales distribution & marketing of cards and they don't play any role in credit risk, operations, service, collections & reporting of any data anywhere.
- c. The Bank handles all the services & operations of the co-branded cards. The credit card users can access the cards related data only by using bank's mobile app/Net banking or customer service desk and not by using co-branded partner's application (app) or website.
- d. Cobrand Partner does not have access to information relating to transactions undertaken through the co-branded card.

The role of co-brand partner falls under the following scope:

- Extending their brand association/ loyalty for marketing of cobrand card to its users or loyalty base
- Promotion and Marketing of the cobranded card
- Lead Generation and sourcing applications for the cobranded card
- Provide a touch point for customer service and direct the cardholders to Bank for any card related service/ grievances
- Partners will not advertise/market the co-branded card as their own product. Name of the Bank shall be shown in all marketing or advertising material.

15. Other Key Business Functions

The sales, credit and operation structure for credit cards is supported by the following teams:

Product Team:

This team is responsible for

- Designing & implementing the product strategy including launch of new products and features and driving customer engagement on product features
- Delivering the operating plan: achievement of growth objectives including market share, revenue, profit and return on investment for business.
- Managing co-brand card relationships & enter into new partnerships
- Managing the customer communication to ensure superior experience.
- Ensuring adherence to all regulatory and compliance requirements.
- Work along with Business support group for driving new concepts, design, and implementation of various IT & non-IT projects.

Portfolio Team

Responsible for profitable book build by activating customers, deepening their engagement with relevant cross-sell/spend linked offers, managing the exposures assigned to the customer and gating potential attrition. These actions are undertaken through varied pre-approved offers, analytically driven engagement programs, design of experiments to test new segments/pricing, channel management and maximizing the P&L of the portfolio with strong risk return framework.

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Operations Unit

Following activities are undertaken by the Operation teams:

- Cards personalization and dispatch:
- Payments processing:
- Statements Dispatch
- Service Requests