



Shivalik Mercantile Co-operative Bank launches Shivalik Rupay Platinum Debit Card

Saharanpur, November 05, 2019: Shivalik Mercantile Co-operative Bank, one of the leading Urban Cooperative Banks in North India, today announced the launch of Shivalik RuPay Platinum debit card.

The card offers:

- **Complimentary lounge access at all domestic airports:** Platinum debit card provides access to cardholders two (2) times per calendar quarter in any of the 24+ participating Domestic Airport lounges.
- **Cash back:** Cash back on utility bill payments.
- **Exclusive e-commerce and POS merchant offer:** There are a host of merchant offers and benefits for RuPay Platinum cardholders across travel, dining and retails shopping.
- **Comprehensive insurance cover:** RuPay offers personal accident insurance of Rs. 200,000 for the platinum cardholders.
- **24x7 concierge services:** Concierge service is available to Platinum Cardholders as 24x7 service for a host of services like Gift / Flower delivery assistance, Restaurant referral, IT Return assessment & filling assistance, etc.

The new platinum debit card was jointly launched in Saharanpur by **Yashvir Kumar Gupta, Chairman of the Bank, Shiv Puran Gulati, Vijay Kumar Dhingra, Sudhakar Agarwal, Dr. Sanjeev Mittal, Sanjay Gupta and Sarvesh Singhal, the Directors on the Board of the Bank.**

Speaking on the occasion, **Suveer Kumar Gupta, MD & CEO, Shivalik Mercantile Cooperative Bank** said, "The Shivalik Platinum debit card caters to the changing aspirations of our customers and offers the convenience of being accepted across all payments channels. Shivalik Bank Platinum debit card gives us an opportunity to provide unmatched value to the customer by expanding our service offering, with an assurance of convenience, comfort and credibility."

The occasion was also marked by the presence of many valuable customers of the bank and **Mr. Navleen Kundra, CRO, Mr. Gaurav Mittal, COO, Mr. Harsh Mittal, CTO** and other senior officials of the Bank.

About Shivalik Mercantile Co-operative Bank Ltd.

Incorporated in 1997, Shivalik Mercantile Co-operative Bank Ltd. commenced its journey as a district level urban cooperative bank (UCB) on 5th Sept. 1998 with a single branch in Saharanpur. Expanding and growing steadily, the bank first got permission from RBI to open its branches anywhere in U.P. In 2010, SMCB acquired a loss-making small bank in Dhar (M.P.) and converted it into a profit-making branch for the bank within a year. This successful acquisition also helped the bank in attaining Multistate Bank status, a first for any UCB in the State of U.P. Encouraged with the success of the acquisition, the bank successfully acquired another cooperative bank at Indore (M.P.). Today, SMCB has emerged as the largest UCB in U.P. associated with 9000 self-help groups & operates through 31 branches across U.P., M.P., Delhi, Uttarakhand and 03 Business Correspondent (BC) offices in remote villages.

Pioneering the benchmark for its excellence in banking services, SMCB provides a gamut of banking solutions to its valued customers including Loan Products (personal, professional, business & microfinance), Deposit products (Savings A/C, Current A/C, Fixed Deposit) & services like remittances, lockers, ATM Cards, Insurance, Forex, Modern Payment system etc. Also, the Bank has been instrumental in meeting the credit requirements of its clients via demand loans, term loans, overdraft & financial guarantees against tangible assets.

The Bank also holds corporate agency for New India Assurance Co. Ltd., Bajaj Allianz General Insurance Co. Ltd. (General Insurance), Star Health (Medical Insurance) and Life Insurance Corporation of India & Bajaj Allianz Life Insurance Co. Ltd. (Life Insurance).