

HDFC Bank, MasterCard launch Millennia cards for young India

- **Bank's first major foray into the millennial segment**
- **Range includes credit, debit, prepaid and EMI variants**

Mumbai, August 22, 2019: HDFC Bank Ltd., and MasterCard today launched Millennia. It is India's first range of cards catering exclusively to the lifestyles and aspirations of millennials. The cards come loaded with benefits and rewards specifically for the digital-first generation. At 440 million, millennials account for 34% of India's population.

Millennials in India have a different approach to life. They are shaped by technology and not in a hurry to achieve traditional milestones. They are equally focused on leisure and value new experiences. Entertainment including dining out, travel, apparel, and lifestyle purchases are high on their list of priorities. Thus, their banking needs are also unique.



"We are extremely excited about the journey that we are embarking upon. Millennials are the future of our country and present a huge opportunity to us. I am very confident that this unique range of cards will not only complement their distinctive lifestyle, but also allow us to meet their evolving needs," **said Mr. Parag Rao, Country Head, Card Payment Products, Merchant Acquiring Services and Marketing, HDFC Bank.** *"The Millennia range of cards will allow this generation to do more today, without compromising on other aspects of their life."* ([Click here to see the video](#))



*“India is a young country, and the aspirations of millennials are evolving continuously. This generation of mobile-first digital natives provides a tremendous opportunity to drive a less-cash economy. Mastercard combines the best of safety standards with a seamless user experience and is increasingly transforming into a lifestyle and experience-focused brand, which millennials value. Mastercard is delighted to partner with HDFC Bank for the launch of an exclusive range of cards targeting this segment,” said **Mr. Porush Singh, Division President, South Asia, Mastercard.***



The Millennia range of cards comes in 4 unique variants to cater to different types of users:



Millennia Credit Card

- 5% CashBack on all shopping via SmartBuy & PayZapp
- 2.5% cashback on all Online spends
- 1% cashback on in store spends & Wallet re-loads
- 8 Complimentary Lounge access in a calendar year
- Fuel surcharge waiver of 1%



Millennia Easy EMI Card

- Automatic EMI conversion of spends above Rs. 10,000 for 9 months
- 5% cashback on all shopping via SmartBuy & PayZapp
- 2.5% cashback on all Online purchases
- 1% cashback on all in-store spends & Wallet re-loads
- Fuel surcharge waiver of 1%



Millennia Debit Card

- Upto Rs. 4800 CashBack per year
- 5% CashBack on all shopping via SmartBuy & PayZapp
- 2.5% cashback on all Online purchases
- 1% cashback on all in-store spends & Wallet re-loads
- 1% Fuel Surcharge Waiver
- 4 complimentary Domestic Lounge access annually
- Insurance cover of up to Rs. 1.10 crores

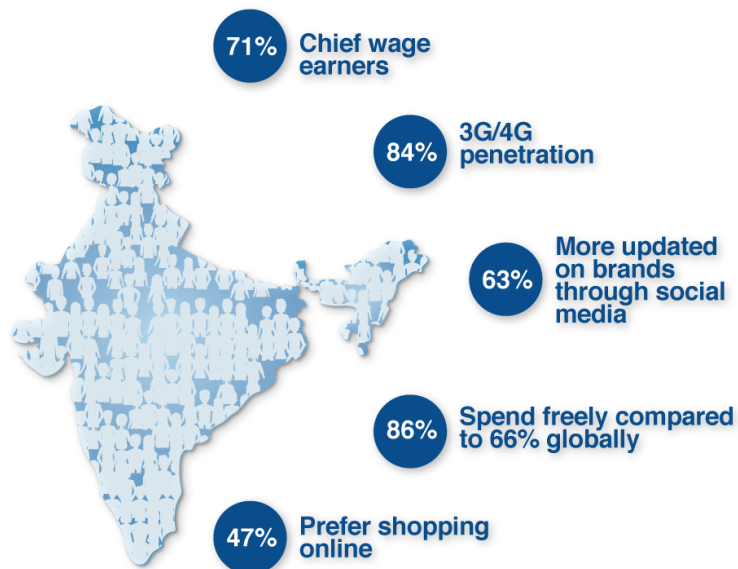


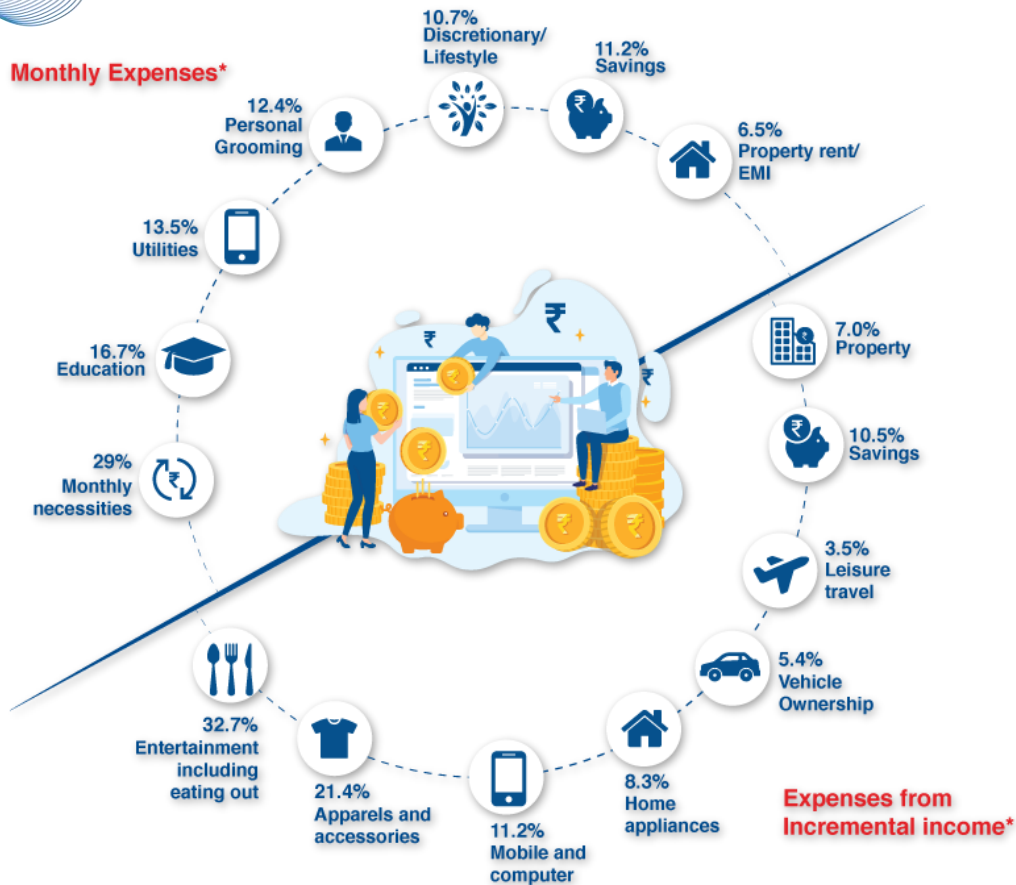
Millennia Prepaid Card

- CashBack upto Rs. 5000 per year
- Withdraw from any ATM in India
- 5% CashBack on all shopping via SmartBuy & PayZapp
- 2.5% CashBack on all Online purchases
- 1% CashBack on all other offline spends & Wallet reloads

Millennial Trends

The Indian Millennial





Sources: Deloitte Database (Thomson One) and Analysis

About HDFC BANK

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

About Mastercard

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@mastercardindia](https://twitter.com/mastercardindia), join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

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