

HDFC Bank Rolls Out Four Credit Cards for SME Players

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Kolkata: HDFC Bank on Tuesday launched four credit cards intending to tap small and medium-sized entrepreneurs (SME) and grow its card business. The main highlight of the cards is that they will provide 55 days of interest-free



The main highlight of cards said to be 55 days of interest-free credit facility

credit, the highest number of days offered by any bank, said Parag Rao, co-country head of payment, liabilities products, customer finance and marketing at HDFC Bank, while announcing the launch of the cards to the media. BizFirst, BizGrow, BizPower, and BizBlack are the four credit card variants.

Senior bank officials said that HDFC Bank has about 5 million SME customers who could be tapped for these customised credit cards.

“No other bank has such a complete range of products addressed to the SME segment as HDFC Bank,” said Vidya Pradeep, executive vice-president, credit and debit card portfolio, HDFC Bank. She also said that the bank will soon be launching GIGA business card catering to freelancers and gig workers.