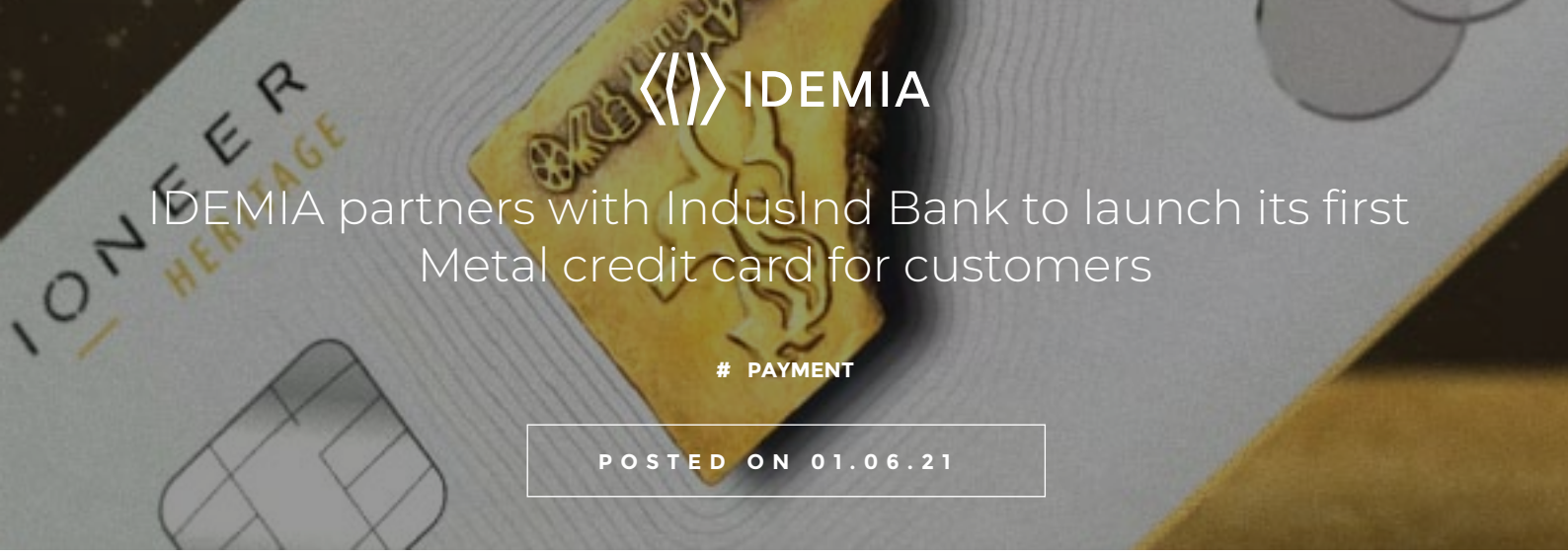


IDEMIA partners with IndusInd Bank to launch its first Metal credit card for customers

 # PAYMENT

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IDEMIA, the global market leader in the metal payment card technology, today announced that it has partnered with IndusInd Bank to launch its first metal credit card – 'PIONEER Heritage'.

Equipped with best-in-class features and privileges across categories like travel, wellness, lifestyle, among others, the all new metal credit card – offers exclusivity to wealth customers of IndusInd Bank by providing them with a superior payment experience powered with innovative technology.

Payment cards are no longer a mere payment tool in India but also reflect the lifestyle of the card holder. Research shows that buying premium products makes 52% of global customers "feel good", and metal cards are a major differentiator for 58% of the card holders. For card holders, high-quality material, superior style, handcrafted design and artisanal effects are definitely an exclusivity quotient.

> *IDEMIA is happy to design exclusive metal cards for IndusInd Bank customers with a promise of premium payment experience and added exclusivity. We are confident that the leading edge technology and the best of digital payment solutions from IDEMIA will help IndusInd Bank in its growth trajectory.*
>
> Amit Kakatikar, Regional Director & Head of Financial Institutions BU, IDEMIA

> *As the world goes digital, payment cards are arguably the last physical touch-point between the bank and its customers. The significance of metal cards is to promote IndusInd Bank's brand and serve as a tool to create loyalty for the bank. Our global experience is that Metal cards facilitate Card Holders' exclusive and premium payment experience and hence the customer loyalty.*
>
> Amanda Gourbault, Executive Vice President, Financial Institutions, IDEMIA

IDEMIA produces more than 800M+ payment products every year and offers a complete portfolio of metal cards to fit any segmentation, from high net worth to mass affluent. These premium payment cards are either made completely out of metal (pure metal plates), or out of a metal core/middle with PVC back and/or front layers. Metal cards are personalized through laser engraving into the card surface.

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate clientele. As on September 30, 2020, IndusInd Bank has 1910 Branches/ Banking Outlet and 2785 ATMs across India. IndusInd Bank launched 'PIONEER Banking', its wealth management platform in January 2020, which caters to the high net worth segment of customers. The discerning few.

IDEMIA is a global leader in Augmented Identity and Security. With a workforce of 5,000 in India, IDEMIA is recognized as a clear leader in identity management, biometrics, digital payments and security domains in India.

About us - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors. With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit www.idemia.com / Follow @IDEMIAGroup on Twitter



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