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HSBC INDIA AND TAJ LAUNCH EXCLUSIVE CO-BRANDED PREMIUM CREDIT CARD FOR UNMATCHED HOSPITALITY EXPERIENCES

HSBC India and Indian Hotels Company Ltd have come together to launch HSBC Taj Credit Card, **India's** first premium co-branded hospitality credit card, crafted for luxury enthusiasts, that aims to deliver bespoke experiences and exceptional services for discerning customers.

Launched in collaboration with Visa, the HSBC Taj metal co-branded credit card is specially curated for those who appreciate finer life experiences and services and are seeking unparalleled luxury and exclusive travel experiences.

Affluent and super affluent Indians are increasingly spending more on health and wellness to enhance the quality of life for themselves and their families. Compared to their global counterparts, wealthy Indian entrepreneurs don't shy away from spending their wealth on luxurious lifestyle, travel and leisure activities¹. The HSBC Taj co-branded credit card, with best-in-class benefits is ideal for this clientele, since it aligns with their lifestyle aspirations.

Commenting on the launch, **Sandeep Batra, Head, Wealth and Personal Banking, HSBC India**, said, "As **India's** wealth sector grows exponentially, **there's** a palpable sense of optimism and an undeniable zest for opulence amongst the **country's** elite. This buoyant outlook on the Indian economy is steering them towards a life of luxurious and high-end experiences. The HSBC Taj credit card, in partnership with Visa, is our tribute to the ambitions of discerning Indian, providing access to unparalleled hospitality benefits and exclusive privileges that align with their refined preferences."

People are spending more on experience, reflecting a change in consumer behaviour. More importantly, the macroeconomic environment and the demographic shifts are also supportive, i.e. disposable income is expected to rise by 50%, Foreign Tourist Arrival (FTA) is rising significantly, the Indian economy remains very strong, extravagant destination weddings are rising, and the government is spending huge amounts of money on infrastructure, all of which is expected to be supportive for the hotel industry in India².

Speaking on the occasion, **Parveen Chander Kumar, Executive Vice President – Commercial, IHCL**, said, "We are delighted to partner with HSBC to launch the HSBC Taj Credit Card, bringing together the finest in luxury hospitality and premium banking. Taj with a legacy of over 120 years is rated as the **World's** Strongest Hotel Brand and **India's** Strongest Brand. This collaboration, offering

exclusive benefits and privileges, underscores our commitment to delivering exceptional and unforgettable experiences to our guests.”

Speaking at the launch, **Sandeep Ghosh, Group Country Manager, India and South Asia, Visa** said, “We are pleased to launch the HSBC-Taj co-brand credit card on the Visa network and provide premium experiences to the sophisticated consumer. Visa understands the affluent Indian’s pursuit of exclusivity, luxury and comfort and provides unparalleled benefits to them. With the growing demand for wellness tourism, a segment expected to cross \$26 billion by 2029, we believe that unique offerings like this can elevate the travel and stay experience backed by the Visa promise of trust and global **acceptance.**”

Premier benefits with HSBC Taj credit card:

Welcome offer: Get a voucher for one night for two with breakfast at a Taj Palace Hotel such as Taj Falaknuma Palace, Taj Rambagh Palace and more. Also get two nights at any 5-star Taj or other IHCL hotel when you activate your card. Get access to NeuPass Membership – Taj InnerCircle Platinum tier on card activation offering customers unparalleled service.

Exclusivity: Access to The Chambers including tea/coffee, Taj Club lounges with high-tea, invitation for exclusive Rendezvous events and more.

Elevated Stay Options: 25% discounts on best available rate for room/suite at participating hotels including Taj Palaces & Safaris. Get vouchers for rejuvenating spa treatments with access to steam and sauna.

Bespoke Experience: Vouchers for set meals for two at various Taj restaurants, pool access at Taj properties.

Enhanced Lifestyle: Discounts on marquee brands such as Starbucks, Tira, Croma, Just In time and other luxury brands.

Travel in Luxury and Comfort: Get discounts on Emirates on all the destinations valid for travel originating out of India; complimentary luxury Blacklane services for airport transfers (Limo transfers), Discounts on Duty free shopping at Adani airports. Unlimited Access to Domestic & Global Lounge

Unlimited discounts: Get 25% discount on food & beverage, Qmin deliveries, spa treatments and on best available rate for room/suite at Taj Palaces/Safaris and other properties.

Rewards: Get reward accelerator on Taj and other IHCL brands, additionally, with Taj InnerCircle Platinum tier. Customers will earn 8 NeuCoins for every INR 100 of eligible spends, net of taxes at participating IHCL Hotels and 4 NeuCoins for every INR 100 of eligible spends, net of taxes at participating Ginger Hotels

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Note to editors:

¹ [Global Entrepreneurial Wealth Report 2024 - HSBC Global Private Banking](#)

² [HSBC Global Research](#)

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About HSBC Global Private Banking

HSBC Global Private Banking helps clients manage, grow and preserve their wealth for generations to come. Its network of global experts helps clients access investment opportunities around the world, plan for the future with wealth and succession planning, manage their portfolio with tailored solutions, and find the right support for their philanthropy. www.privatebanking.hsbc.com.

HSBC Bank India

The Hongkong and Shanghai Banking Corporation Limited in India offers a full range of banking and financial services through 26 branches across 14 cities.

HSBC is one of India's leading financial services groups, with around 42,000 employees in its banking, investment banking and capital markets, asset management, insurance, software development and global resourcing operations in the country. It is a leading custodian in India. The Bank is at the forefront in arranging deals for Indian companies investing overseas and foreign investments into the country.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 60 countries and territories. With assets of US\$3,099bn at 30 September 2024, HSBC is one of the **world's** largest banking and financial services organisations.

About The Indian Hotels Company Limited (IHCL)

The Indian Hotels Company Limited (IHCL) and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. These include Taj – the iconic brand for the most discerning travellers and ranked as World's Strongest Hotel Brand 2024 and **India's Strongest Brand 2024** as per Brand Finance; SeleQtions, a named collection of hotels; Tree of Life, private escapes in tranquil settings; Vivanta, sophisticated upscale hotels; Gateway, full-service hotels designed to be your gateway to exceptional destinations and Ginger, which is revolutionising the lean luxe segment.

Incorporated by the founder of the Tata Group, Jamsetji Tata, the Company opened its first hotel - The Taj Mahal Palace, in Bombay in 1903. IHCL has a portfolio of 350 hotels including 118 under development globally across 4 continents, 13 countries and in over 150+ locations. The **Indian Hotels Company Limited (IHCL) is India's largest hospitality company by market capitalization. It is listed on the BSE and NSE.**

Please visit: [IHCL](#); [Taj](#); [SeleQtions](#); [Tree of Life](#); [Vivanta](#); [Gateway](#); [Ginger](#)

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