

PRESS RELEASE

Lifestyle in association with Standard Chartered launches Co-branded credit card

~ Standard Chartered Inner Circle Loyalty Platinum Credit Card promises a world of benefits~

September 29th, 2011

Lifestyle International (P) Ltd, part of the prestigious Dubai based Landmark Group, in association with Standard Chartered Bank today announced the launch of their co-branded credit card – the **Standard Chartered Inner Circle Platinum Credit Card**. This new initiative by both brands promises to offer enhanced value and convenience of shopping to customers. The card combines the power of loyalty (The Inner Circle Program) with the convenience of credit offered by Standard Chartered Bank on their platinum platform. The card promises to deliver best-in-class rewards for shopping.

Present on the occasion was Bollywood sensation Ms Neha Dhupia who joined Mr. Kabir Lumba, Managing Director, Lifestyle International (P) Ltd and Mr. Shyamal Saxena, General Manager – Retail Products, India & South Asia, Standard Chartered Bank for the launch of the card.

The Inner Circle Platinum Credit Card is unique in several other ways. Owners of the credit card will be awarded up to 9 points for every Rs.100/- spent on the card across Lifestyle and other Landmark Group stores like Home Centre & Spar. Rewards can be redeemed across Lifestyle stores at an amazing value of 70 paise per point. The card also offers great rewards on all other spends. What's more, to make it a delightful beginning for customers, the card carries no joining or annual fees, and comes loaded with Lifestyle gift vouchers worth Rs.2500 on enrolment.

Benefits:

- ✓ Upto 9X rewards
- ✓ Joining Gift: Lifestyle Discount Vouchers worth Rs.2500/-
- ✓ Platinum benefits & great offers
- ✓ Exclusive in-store benefits

The product leverages the benefits of the existing Inner Circle loyalty program of Lifestyle and bolsters it further by combining the features of the world-class credit card platform of Standard Chartered Bank. Customers will enjoy privileged advantages and exclusive offers throughout the year across various brands.



Commenting on the launch, Mr. Kabir Lumba, Managing Director, Lifestyle International (P) Ltd said, "Today consumers are constantly looking for value added services and a possible union of their functional and lifestyle needs. Lifestyle has always aimed to provide their customers the best of shopping experience, and this is yet another step taken to fulfill that promise. The co-branded card will be a win-win for customers as they will be able to translate their credit cards spend across our stores into incremental free shopping as well as receive great offers around the year from other brands."

Mr. Shyamal Saxena General Manager – Retail Products, India & South Asia, Standard Chartered Bank said, "Lifestyle one of the leading retailers in the country and is synonymous with high quality and trust, these are also the attributes that Standard Chartered customers associate with us. Therefore, it has been a natural decision to partner with Lifestyle and offer customers a multi-benefit Standard Chartered-Inner Circle Platinum Credit card which considerably enhances our customers' shopping experience and gives them access to a range of privileged offers and services."

Lifestyle International (P) Ltd.

Lifestyle International (P) Ltd. opened its first Lifestyle store in India in 1999 and in a little over a decade has come to be recognized amongst leading retail companies in the country. It is a part of the prestigious USD 3.8 billion Landmark Group (Dubai). Positioned as a trendy, young, colorful and vibrant store, Lifestyle offers consumers not just the ease of shopping but also provides for an enjoyable shopping experience. Each Lifestyle store brings together six concepts under one roof – Mens and Ladies Apparel, Footwear, Children Wear & Toys, Household & Furniture and Health & Beauty; offering a convenient one-stop shop and a choice of over 350 national & international brands. In the year 2005, Lifestyle launched its first specialized, stand-alone home improvement store – 'Home Centre by Lifestyle' – providing a one stop destination for furniture, home décor and soft furnishing that truly represents style, comfort and individuality.

Currently there are 29 Lifestyle and 12 exclusive Home Centre by Lifestyle stores across India.



Standard Chartered Bank in India

Standard Chartered Bank is India's largest international bank with 94 branches in 37 cities, a combined customer base of around 2 million retail customers and more than 2,000 corporate and institutional relationships. Key businesses comprise Consumer Banking, including deposits, loans, wealth management, private banking and SME banking; and Wholesale Banking, which includes cash transaction banking, treasury, corporate finance and custody services.

For more information, visit www.standardchartered.co.in

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