

12 July 2024

## HSBC India renames its Cashback Credit Card to HSBC Live+ Credit Card with access to over 200 restaurants and culinary offers across Asia

*~ Enjoy 15% off on fine dining deals ~*

*~ 10% cashback on groceries dining, shopping; avail unlimited 1.5% cashback on other spends~*

*~ One of the first markets in HSBC Group to launch a new lifestyle credit card globally~*

**HSBC India** today launched an upgraded lifestyle credit card HSBC Live+ Credit card with a full suite of new culinary offers to enhance the lifestyle experience of globally-minded customers. The HSBC Cashback credit card is now HSBC Live+ credit card.

HSBC Live+ Credit Card provides rewards tailored to lifestyle spending and reflects **HSBC's** focus on providing innovative solutions that help customers earn more rewards while enjoying quality experiences.

Launched in partnership with Visa, HSBC Live+ cardholders are entitled to dining perks across Asia, through the Live+ Dining Programme<sup>1</sup>. The card offers a 15% discount at restaurants across Asia. The card also offers 10% cashback on spending in three categories: dining, food delivery and groceries besides unlimited 1.5% cashback on other spends.

According to the spend data by HSBC-Visa cardholders<sup>2</sup>, spending on food is a top priority for Asians, with restaurants and food-related expenses ranking in the top three spend categories in seven out of eight markets. This underscores the significance of dining in the region and the value that HSBC Live+ credit card brings to its cardholders.

**Taylan Turan, CEO, Retail Banking, HSBC**, said, "We combine our global expertise and knowledge on-the-ground to design products that meet local **customers'** needs, such as our new Live+ Credit Card. As wealth creation drives more spending among the middle class and emerging affluent segments, we designed Live+ to offer outstanding lifestyle experiences and accessible rewards that resonate with our customers. **We're** excited to bring this card to India, where we have been investing in our wealth and

personal banking capabilities and look forward to expanding Live+ into other dynamic global **markets.**”

India is one of the first markets to introduce the HSBC Live+ Credit Card, with subsequent launches planned in multiple markets globally this year, capitalising on opportunities from the rising consumption power of South and Southeast **Asia's** fast-growing mid-segment and affluent populations who enjoy international exposure.

[HSBC Live+ Credit Card](#) offers luxury benefits on travel, lifestyle spends and cashback for its affluent customers. In line with the growing consumer needs in India, the refreshed HSBC Live+ Credit Card is targeted towards the wider base of mass credit card holders.

Commenting on the revamped credit cards, **Sandeep Batra, Head, Wealth and Personal Banking, HSBC India**, said, “The HSBC Live+ Credit Card reflects our commitment to continuously enhance the overall experience of all our customers across segment with distinct needs. The card is designed to cater to the dynamic lifestyle of our customers and with an aim to reward every single time they make a transaction, ensuring they enjoy more value in every transaction. The card allows customers to enjoy delightful culinary experiences through a wide selection of restaurants, both locally and overseas. We encourage our customers take advantage of this offer and maximize their benefits with their everyday **spends.**”

**Sandeep Ghosh, Group Country Manager, India and South Asia, Visa**, shared, “We are privileged to partner with HSBC and launch the HSBC Live+ credit card. This proposition is tailored to deliver a distinctive and superior lifestyle anchored experiences across dining, shopping and entertainment! This underlines our commitment to grow secure and seamless payment experiences whilst enriching our **customers'** lives with best-in-class **rewards.**”

### **HSBC Live+ Credit Card**

Aimed to provide a unique value proposition for customers every time they spend, the enhanced HSBC Live+ Credit Card 15% discount at restaurants across Asia. It also offers 10% cashback on dining, food delivery and grocery. The refreshed HSBC Live+ Credit Card holders can also earn unlimited 1.5% cashback on other spends.

The Live+ credit card offers four complimentary domestic airport lounge access visits per year (one per quarter). Besides these benefits, as an introductory offer, the cardholder will get Rs 1,000 cashback on a minimum transaction of Rs 20,000 within first 30 days of the activation of credit card.

The joining fee of the card is Rs 999 for new customers. The HSBC Live+ Credit Card users can get renewal fee of Rs 999 waived off on reaching a spend milestone of Rs 2 lakh in a year. For the 10% cashback on categories such as dining, food delivery and grocery, the amount is capped at up to Rs 1,000 per statement cycle.

*ends/more*

Notes:

<sup>1</sup> [Live+ Credit Card | Regional & Local Dining Offers - HSBC IN](#)

<sup>2</sup> Source: VisaNet data from April 2023 to March 2024

**Media enquiries to:**

**HSBC**

Shalaka Kagathra	<a href="mailto:shalaka.kagathra@hsbc.co.in">shalaka.kagathra@hsbc.co.in</a>	+91 22 22681046
Vivina Vishwanathan	<a href="mailto:vivina.vishwanathan@hsbc.co.in">vivina.vishwanathan@hsbc.co.in</a>	+91 22 40891346

**Note to editors:**

**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 62 countries and territories. With assets of US\$3,001bn at 31 March 2024, HSBC is one of the world's largest banking and financial services organisations.