

## TimesofMoney and Barclays launch India's only entertainment credit card

*Enjoy an exclusive array of lifestyle offers that will redefine entertainment for you*

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TimesofMoney, a Times Group Company, in association with Barclays, a leading global financial services provider, announced the launch of '**Times Card by Barclaycard and TimesofMoney**', India's only entertainment Co-branded Credit Card. This unique entertainment based proposition offers its customers numerous opportunities to redefine their lifestyle across entertainment, dining, shopping and travel.

**Times Card by Barclaycard and TimesofMoney** is envisioned to be an aspirational credit card for today's regular spenders. Below are some of the exclusive offers that customers can benefit from this exclusive entertainment credit card:

- Free for life credit card which comes with a slew of gift vouchers from leading brands across categories
- A kaleidoscope cinema experience with round the year minimum 25% discount on movie tickets at some of the best multiplexes across India
- Opportunity for customers to attend money-can't-buy events like Filmfare Awards, Femina Miss India, blockbuster movie premieres, live concerts, celebrity parties etc.
- Powerful and unique rewards program - Allows choice of redemption between movie tickets, exclusive merchandise and invitation to events

Speaking on the occasion, **Vineet Jain, MD, Times Group** said, 'This strategic partnership with Barclays, one of the world's largest credit card issuers, gives us the perfect platform to create a new benchmark in the credit card industry. Times Card gives us an opportunity to add value to our relationship with our customers by expanding our service offerings to them. We are sure that this strategic partnership will herald a new chapter in the banking and credit card business.'

**Samir Bhatia, Managing Director, India and Indian Ocean, Barclays GRCB** said, 'At Barclays, customers are our top priority and the key to our offering lies in understanding their needs and developing propositions that are meaningful and rewarding. Timesofmoney, with its experience and leadership in the entertainment space, is the perfect partner to create a great customer offering. This unique card goes with our philosophy of transparency and simplicity of use. It gives customers the power to control their finances and choose their rewards.'

**Kusal Roy, Director, Credit Cards, Barclays GRCB, India** adds, 'At Barclaycard, we focus on products and partnerships that bring maximum value to the customers. Every one wants more and you are happy if you get more than what you expect. But when you get more than unexpected you say '**wow**'. The entertainment card launched in collaboration with Timesofmoney is a unique offering in the industry that adds value and joy and would be the entertainment card for the entire family.'

**Avijit Nanda, President, TimesofMoney**, commented, 'We are extremely buoyant about this

strategic partnership with Barclays Bank. With 'Times Card' the biggest winner would be the card holder. This card will strive to go beyond what's expected from a credit card and introduce him to a whole new world of entertainment. The exclusive offers that form an integral part of the card create a value that is truly more than the expectations of our customers.

For more information, please visit - [www.barclaycard.in](http://www.barclaycard.in) or [www.timescard.com](http://www.timescard.com)

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## **About Barclays**

Barclays is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services, with an extensive international presence in Europe, the USA, Africa and Asia. With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs 135,000 people. Barclays moves, lends, invests and protects money for over 30 million customers and clients worldwide.

## **About Barclaycard**

Barclaycard, the credit card division, was launched in India in May 2007. Barclaycard has a suite of products to offer, including 'Barclaycard Gold', 'Barclays Premier League Barclaycard' and 'Yatra Barclaycard'. Barclaycard helps customers manage their credit better by offering features wherein customer can choose their billing cycle and the monthly repayment amount. All cards come with a powerful rewards program called BarclaycardPoints. Barclaycard India has more than 500,000 customers today and has ambitious plans for growth. In March, Barclaycard was the second largest issuer of new cards in India.

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