

# VIGNESH PEMMASANI

Creative Portfolio

# CITIGOLD CAMPAIGN

Citigold

Health  
On Your Terms.



We at Citi, in association with Khar Gymkhana, are delighted to invite you to a virtual session on health and fitness.

Learn the secrets of maintaining a healthy lifestyle replete with proper nutrition for leading a happy and fulfilling life.

Celebrity Nutritionist

Pooja Makhija

  
Date:  
XXXXXXXXXXXX

  
Time:  
XXXXXXXXXX

Register now



Citigold

Health On Your Terms.





We at Citi, are delighted to invite you to a virtual session on health and fitness.

Learn the secrets of maintaining a healthy lifestyle, along with proper nutrition, from the expert, to lead a happy and fulfilling life.

Session Title

Wellness Session With Nutrition Expert Neha Rangarani

  
Date: 21<sup>st</sup> March, 2021

  
Time: 6 pm onwards

Register now

Webinar details will be sent via SMS to the phone number used to register for the event.

Kindly register for the event by 8 pm, 16<sup>th</sup> March, 2021.



Citigold

An insightful  
edge awaits.



Dear xxx,

The world has gone through immense change in recent times. Join us for an exclusive session for expert insights that redefine your future.

Session Title

XXXXXXXXXXXXXXXXXXXX\*

Speaker

XXXXXXXXXX XXXX  
XXXXXXXXXXXXXXXXXXXX

  
Date: XXXXXXXX

  
Time: XXXXXXXX

Register now

The webinar details will be sent to the email ID used to register for the event.

Kindly register for the event by XXXXXXXX, XXXX.

Warm regards,  
XXXXXXXXXXXX  
XXXXXXXXXXXX  
XXXXXXXXXXXX



Citigold

Abracadabra!!!



Dear xxx,

Witness the magic as perceptions are put to test. Join us for an exclusive magical session and enjoy this mind bending experience.

Session Title

XXXXXXXXXXXXXXXXXXXX\*

Magician

XXXXXXXXXX XXXX  
XXXXXXXXXXXXXXXXXXXX

  
Date: XXXXXXXX

  
Time: XXXXXXXX

Register now

The webinar details will be sent to the email ID used to register for the event.

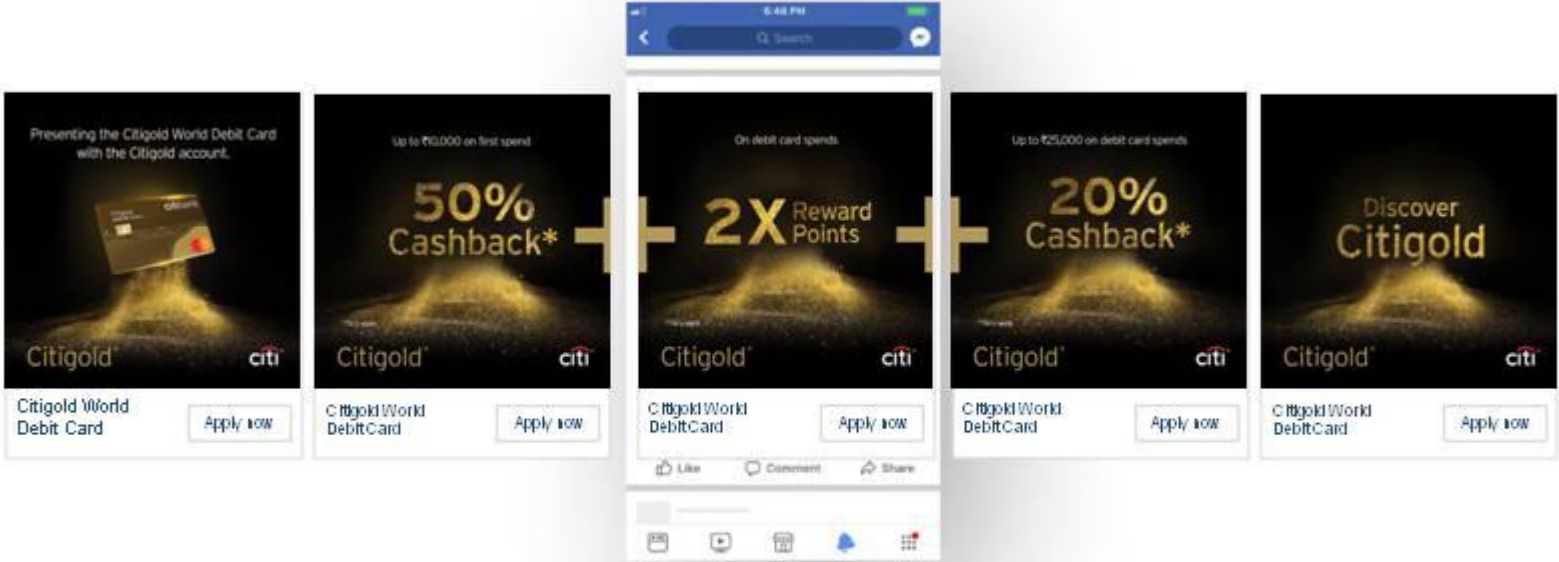
Kindly register for the event by XXXXXXXX, XXXX.

Warm regards,  
XXXXXXXXXXXX  
XXXXXXXXXXXX  
XXXXXXXXXXXX





# CITIGOLD CAMPAIGN




# CITIGOLD CAMPAIGN

Citigold

## CITIGOLD + CITI CREDIT CARD


# Better Together

We are delighted to have you as a Citigold Client. To celebrate this association, we bring you an exclusive privilege.





### 30% Extra Reward Points on your Citi Credit Card

No minimum spends | No upper cap on rewards earned | Never expiring reward points  
Validity: July 1 - December 31, 2019



What's more, if you upgrade your relationship to Citigold Private Client by maintaining with us NRV of ₹5 Crores or more, you will be eligible for 50% extra reward points on your Citi Credit Card.

We hope this makes your journey with us even more fruitful and rewarding.



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LOGIN NOW

Know more about unblocking your account and refreshing KYC documents.

## CITI CREDIT CARD + CITIGOLD

# Better Together

Exclusively with Citigold  
**30% Higher** Reward Points  
On all your Citi Credit Card spends

Get started


\*For offer related T&Cs, please click here.

Rs. 2000 cashback on OnePlus 6 with Citi Credit and Debit Cards




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EXCLUSIVE OFFER  
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All it takes is a simple conversation to bring out the biggest smiles.

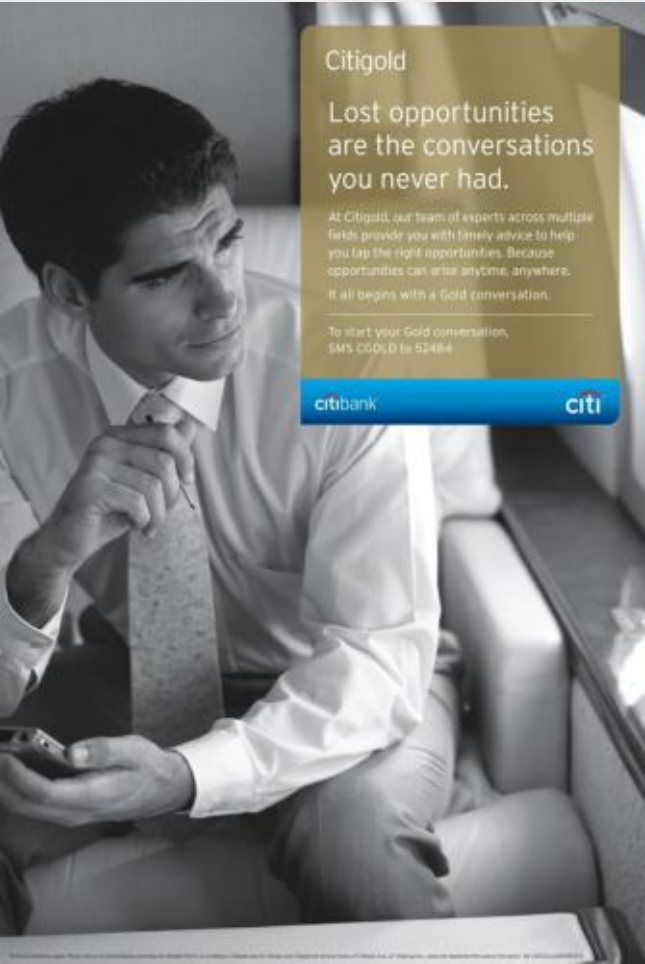
At Citigold, we recognise how even the little things in life can bring great joy. That's why, the specially designed and complimentary Citigold World Debit MasterCard® gives you access to exclusive privileges which bring these joys closer to you.

- Offers at 400+ Hotels & Resorts world-wide
- Lounge access at domestic & international airports
- Complimentary golf at premier golf courses in India
- Fabulous offers on dining, wellness and more

It all begins with a Gold conversation.

To start your Gold conversation, SMS CGOLD to 52484





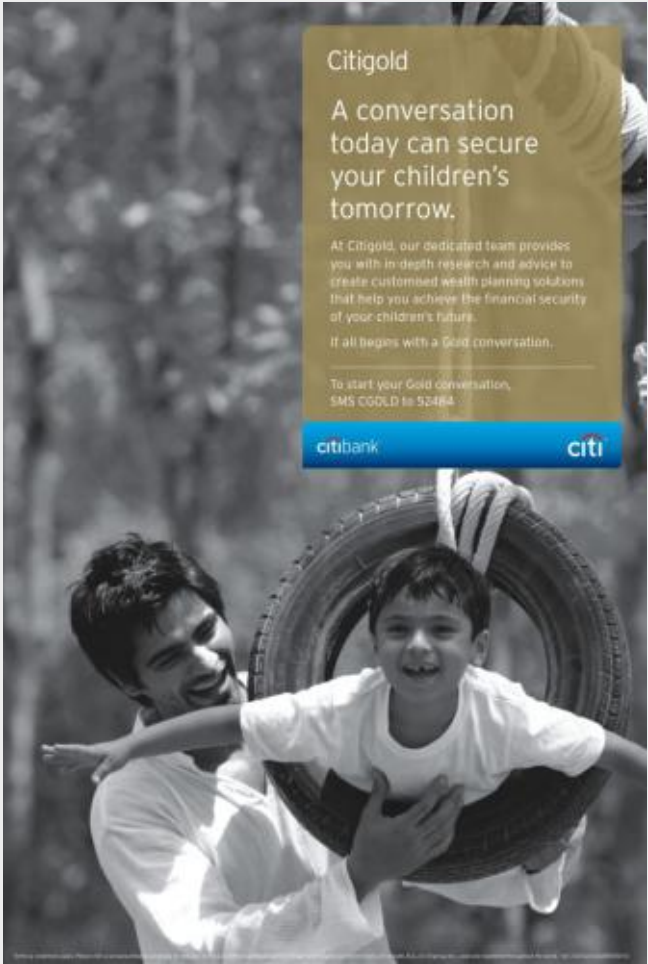
Citigold

Lost opportunities are the conversations you never had.

At Citigold, our team of experts across multiple fields provide you with timely advice to help you tap the right opportunities. Because opportunities can arise anytime, anywhere. It all begins with a Gold conversation.

To start your Gold conversation, SMS CGOLD to 52484





Citigold

A conversation today can secure your children's tomorrow.

At Citigold, our dedicated team provides you with in-depth research and advice to create customised wealth planning solutions that help you achieve the financial security of your children's future. It all begins with a Gold conversation.

To start your Gold conversation, SMS CGOLD to 52484





For Micro & Small MNCs

# FEEL AT HOME.

Over 200 years of Global legacy with local expertise to fuel your growth in India.



Dedicated team for regulatory guidance & filings



Cash and Liquidity Management



Trade and Foreign Exchange Services



Corporate Cards and Salary Accounts



**To know more:**

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<https://citi.asia/INOneWorld>

Scan code





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- Trade and Foreign Exchange Services
- Corporate Cards and Salary Accounts

To know more:  
**SMS ONEWORLD to 52484**

<https://citi.asia/INOneWorld>

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If you are not an Authorized Individual, send the SMS to +919880075485. Citi India Consumer Banking solutions are now owned by Axis Bank. Citi India has declined membership of its consumer banking business to Axis Bank registration number L5590LAPN03CORPPL. Consumer banking solutions can continue to use all existing Citi products available through Internet, ATM's, internet banking and e-channel's. Age as usual. Axis Bank or its provider will be deemed responsible for errors in its liability responsibility and Citi India is disclaiming any form service in respect of those products. This includes "CIB", "Citibank", "Citigroup". The Axis design and all other features to suit development have not been changed in order to serve by Axis Bank from Singapore, and related operations.

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# BUSINESS SAVINGS = BUSINESS PROFITS



With the new feature-packed CitiBusiness World Debit Card.

Attractive offers on:

-  Productivity Tools - Zoho
-  International Spends\*
-  20+ Exclusive Brands



Scan to know more  
Or SMS BIZ to 52484



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# CITI PRIORITY CAMPAIGN

Citi Priority

Exclusive celebratory offer on your Citi Credit Card

Congratulations

You are amongst the top 10% of our Credit Card spenders.

Open a Citi Priority Account now to enjoy more benefits.

Apply now

COMPLIMENTARY

CITI REWARDS CREDIT CARD

15%

EXTRA REWARD POINTS ON CITI PREMIERMILES CREDIT CARD

+

10,000

REWARD POINTS ON CITI PRIORITY WORLD DEBIT CARD ON HELLO ACTIVATION

#GetMoreWithCiti

Dear XXXX,

Thank you for choosing Citi Credit Card as your preferred spend partner. As one of our top spenders, we would like to extend to you a special limited period offer. Open a Citi Priority Wealth Account to enjoy handpicked privileges and wealth management services.



BENEFITS

Complimentary Citi Rewards Credit Card

+

15% Extra Reward Points earned on your Citi PremierMiles Credit Card spends

Citi Priority

Exclusive offer on your Citi Credit Card.

CITI CREDIT CARD + CITI PRIORITY

Better Together

Know more

Dear XXXX

Thank you for being an esteemed Citi Credit Cardmember. It was my pleasure to meet you and take you through the proposition of Citi Priority.

To strengthen your relationship with us, we are happy to extend a special offer to you – open a Citi Priority account to avail the same.



Exclusive offer for Citi Credit Card clients.

Complimentary Citi Credit Card

+

15% extra Reward Points earned on your Citi Credit Card spends

+

10,000 Reward Points on Citi World Debit Card on Hello Activation

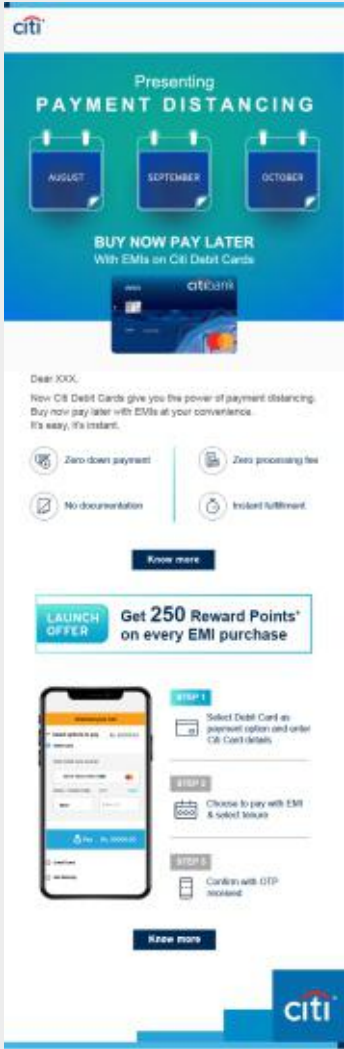
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# CITI SAVINGS ACCOUNT CAMPAIGN



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Followup Mailer



Amazon Banner



Amazon Banner



Amazon Banner



Amazon Banner







# CITI SAVINGS ACCOUNT CAMPAIGN

**FLY NOW PAY LATER**  
with Citi Debit Card EMI.

Know more

GET FLAT **₹250 CASHBACK\***

**9.99% p.a.**

\*T&Cs Apply. Cashback will be credited to your Citibank Savings Account within 90 days from the date of transaction.

**PLAY NOW PAY LATER**  
with Citi Debit Card EMI.

Know more

EMI @ ~~16%~~ **9.99% p.a.**

Flat **₹250 CASH BACK**

\*T&Cs Apply. Cashback will be credited to your Citibank Savings Account within 90 days from the date of transaction.

**BUY NOW PAY LATER**  
with Citi Debit Card EMI.

Know more

Flat **₹250 CASH BACK**

EMI @ ~~16%~~ **9.99% p.a.**

\*T&Cs Apply. Cashback will be credited to your Citibank Savings Account within 90 days from the date of transaction.

**STAY NOW PAY LATER**  
with Citi Debit Card EMI.

Know more

Flat **₹250 CASH BACK**

EMI @ ~~16%~~ **9.99% p.a.**

\*T&Cs Apply. Cashback will be credited to your Citibank Savings Account within 90 days from the date of transaction.

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Forgot User ID / Password

APPLY FOR A NEW PRODUCT

Select a Product

Fees & Charges

ANNOUNCEMENTS


Update to interest charging method for Credit Cards – w.e.f. Jun 01, 2016

Refer Now & Earn

T&Cs apply

Festival benefits toh bante hain on Citi Debit Cards.

**BUY NOW PAY LATER**



Know more

\*T&Cs Apply

Benefits up to ₹2500 + Flat ₹250 Cash back with EMIs on Citi Debit Cards

Citibank Personal Loans starting at 11.99% p.a.

Citibank Credit Cards **APPLY NOW**

Exclusive loan offer for credit card customers

Beware of fraudulent calls / emails

VeriSign Secured

Apply Now for a Credit Card




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Citi India CEO Speaks

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New age account for  
new age professionals.

Citi Suvidha® Salary Account.



Zero balance  
savings account



Overdraft  
facility



Invest on-the-go  
with the Citi Mobile app



Redeem debit card  
reward points for cashback



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BORED WITH  
YOUR SALARY ACCOUNT?

Welcome the exciting  
Citi Suvidha Account.

Limited Period Offer

100% OFF\* Zomato Gold  
Membership

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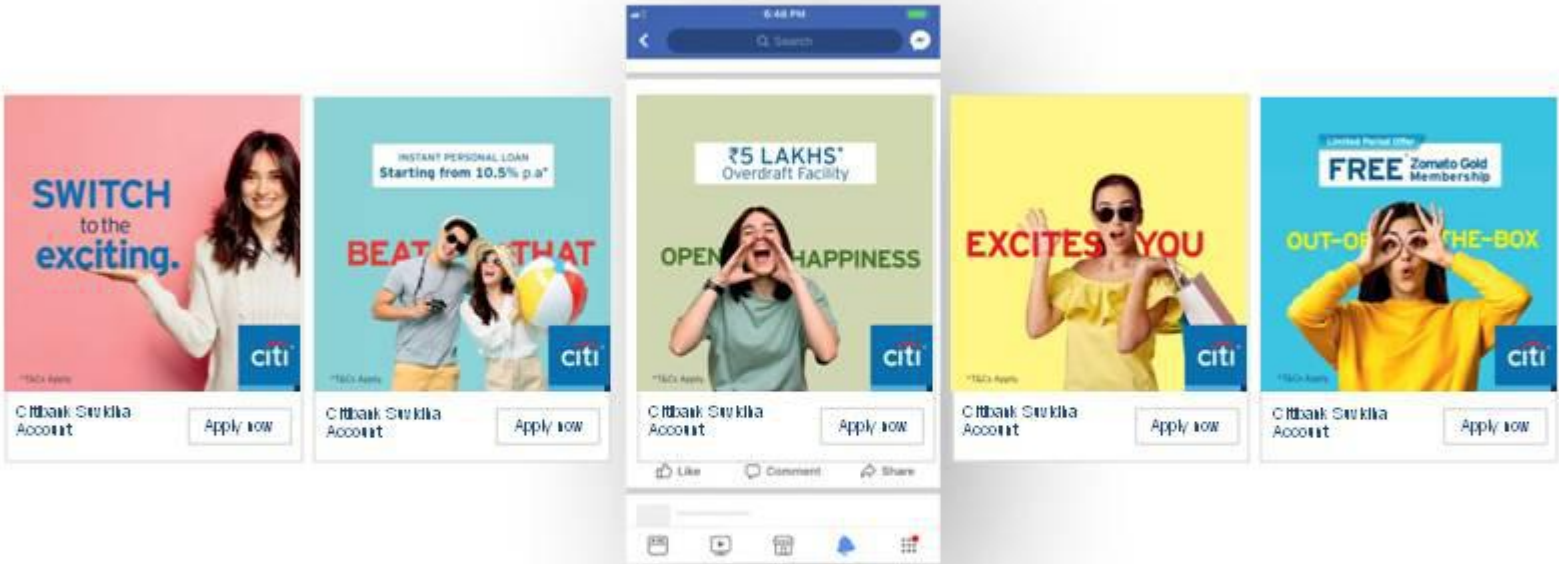
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# CITI SAVINGS ACCOUNT CAMPAIGN



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



Get more with your salary account.  
Citibank Suvidha Account for XXXXXXXX



Get **1000** REWARD POINTS  
on debit card activation

Exciting Online Offers\*

Dear XXXXXX

Want to get more from your salary account? Switch to a Citibank Suvidha Account and make working from home more rewarding.

Apply now


The Suvidha Advantages

5X


Overdraft facility of up to 5X net monthly salary

₹0


Complimentary Citi Credit Card and Zero fee International Debit Card



Personal loans of up to ₹30 lacs within 48 hours







Make WFH more rewarding with  
Citibank Suvidha Account for XXXXXXXX



Get **1000** REWARD POINTS  
on debit card activation

Exciting Online Offers\*

Dear XXXXXX

Get more while working from home. Switch to a Citibank Suvidha Account and avail a range of online offers and exciting rewards.

Apply now


The Suvidha Advantages

5X


Overdraft facility of up to 5X net monthly salary

₹0

Complimentary Citi Credit Card and Zero fee International Debit Card






Get more with your salary account.  
Citibank Suvidha Account for XXXXXXXX



GET **1000** REWARD POINTS  
on debit card activation

Exciting Online Offers\*

Apply now

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The Suvidha Advantages

5X


Overdraft facility of up to 5X net monthly salary

₹0


Complimentary Citi Credit Card and Zero fee International Debit Card



Personal loans of up to ₹30 lacs within 48 hours



Invest on the go with Citi Mobile® App - Zero A/c opening and maintenance fees



1 RP = Re 1, Reward Points earned on the debit card is redeemable as cash



# CITI SAVINGS ACCOUNT CAMPAIGN

Stay Safe, Earn Rewards.  
With Citibank Suvidha Account.

GET **1000** REWARD POINTS  
on debit card activation

Exciting Online Offers\*

lifestyle  SWIGGY RedGiraffe

Apply now

\*T&Cs apply.

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Make WFH more rewarding  
with Citibank Suvidha Account.

GET **1000** REWARD POINTS  
on debit card activation

Exciting Online Offers\*

lifestyle  SWIGGY RedGiraffe

Apply now

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**SALARY + REWARDS + OFFERS**  
Only with a Citibank Suvidha Account.

GET **1000** REWARD POINTS  
on debit card activation

Exciting Online Offers\*

lifestyle  SWIGGY RedGiraffe

Apply now

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**NOT JUST A SALARY ACCOUNT.**  
Open a Citibank Suvidha Account.

GET **1000** REWARD POINTS  
on debit card activation

Exciting Online Offers\*

lifestyle  SWIGGY RedGiraffe

Apply now

\*T&Cs apply.

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**OFFERS + REWARDS + SALARY**

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Exciting Online Offers\*

lifestyle  SWIGGY RedGiraffe

Apply now

\*T&Cs apply.

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# CITI SAVINGS ACCOUNT CAMPAIGN

## Planning for your child's education abroad?

Send money through easy and secure FX transfer with Citi.

**The Citi Advantage**

- Global presence across 100+ countries
- Easy and safe online remittances
- Team of experts and dedicated RMs
- Attractive FX rates

To know more, connect with your RM




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## Planning for medical care abroad?

Send money through easy and secure FX transfer with Citi.

[Know more](#)



Dear XXXX

Nothing is more precious than health. Leverage Citi's global network to easily transfer funds abroad, in times of need.


[Request for a call back](#)

**The Citi Advantage**

- Global presence across 100+ countries
- Easy and safe online remittances
- Team of experts and dedicated RMs
- Attractive FX rates

[Know more](#)

AMFI Registered Mutual Fund Distributor



## Planning to invest in a property abroad?

Send money through easy and secure FX transfer with Citi.

**The Citi Advantage**

- Global presence across 100+ countries
- Easy and safe online remittances
- Team of experts and dedicated RMs
- Attractive FX rates

To know more, connect with your RM



## Planning to send money to a loved one abroad?

Send money through easy and secure FX transfer with Citi.

**The Citi Advantage**

- Global presence across 100+ countries
- Easy and safe online remittances
- Team of experts and dedicated RMs
- Attractive FX rates

To know more, connect with your RM



## Build a global portfolio with Citi remittances.

Send money through easy and secure FX transfer with Citi.

**The Citi Advantage**

- Global presence across 100+ countries
- Easy and safe online remittances
- Team of experts and dedicated RMs
- Attractive FX rates

To know more, connect with your RM



# CITI SAVINGS ACCOUNT CAMPAIGN





# CITI CREDIT CARD CAMPAIGN



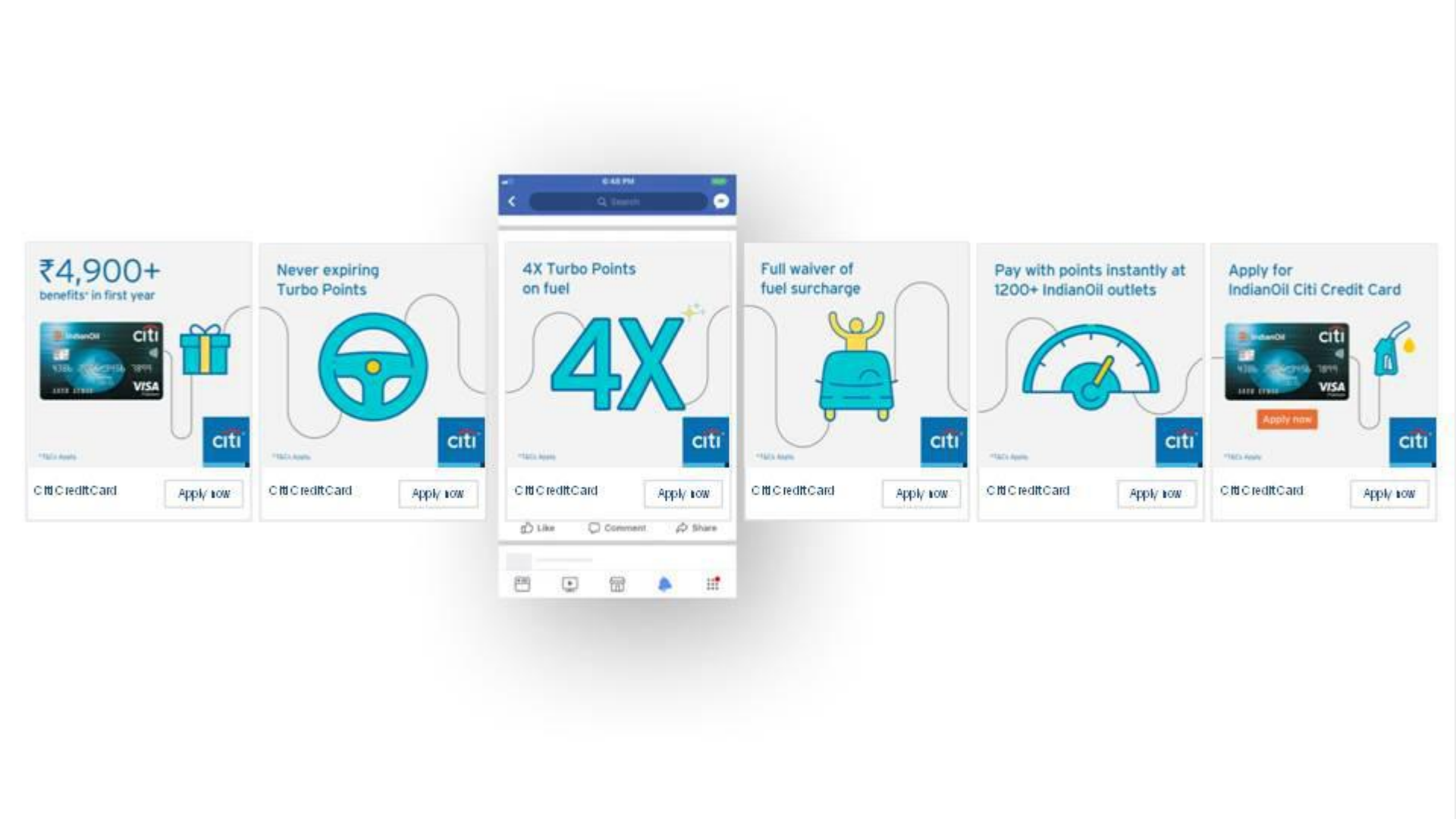
# CITI CREDIT CARD CAMPAIGN



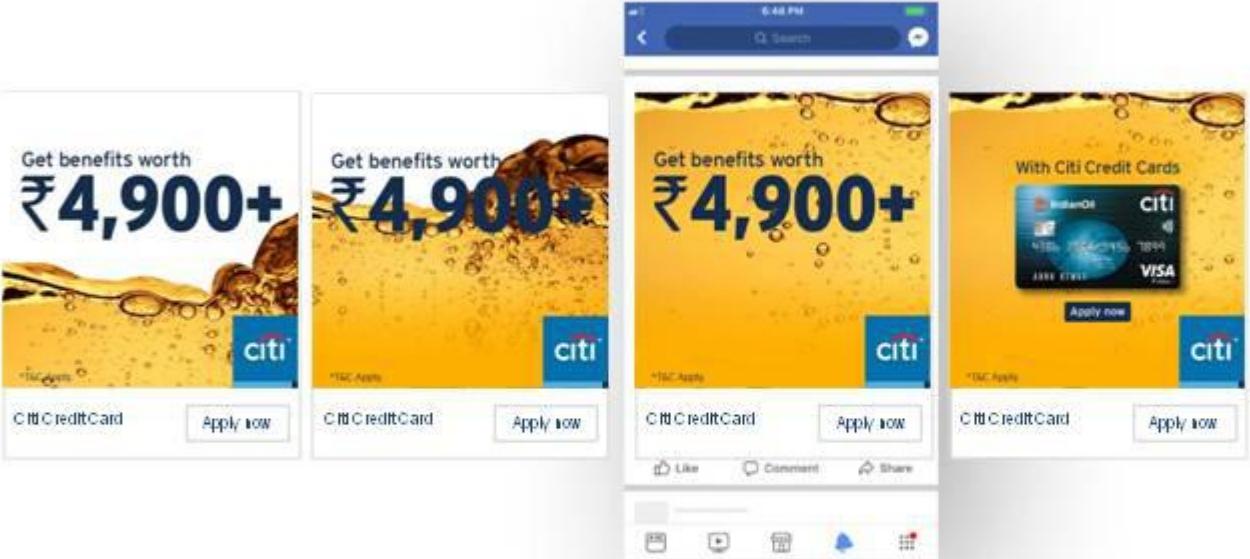
# CITI CREDIT CARD CAMPAIGN



# CITI CREDIT CARD CAMPAIGN



# CITI CREDIT CARD CAMPAIGN





# CITI CREDIT CARD CAMPAIGN

Get **₹3,300+** benefits\* in 1<sup>st</sup> year.



ARUN KUMAR  
CASH BACK  
VISA Platinum

[Apply now](#)

for a Citi Credit Card

\*T&Cs apply.

**citi**

Get **₹3,300+** benefits\* in 1<sup>st</sup> year.

[Apply now](#)



ARUN KUMAR  
CASH BACK  
VISA Signature

\*T&Cs apply.

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Get **₹3,300+** benefits\* in 1<sup>st</sup> year.



ARUN KUMAR  
CASH BACK  
VISA Signature

[Apply now](#)

for a Citi Credit Card

\*T&Cs apply.

**citi**

Get **₹3,300+** benefits\* in 1<sup>st</sup> year.



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CASH BACK  
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Get **₹3,300+** benefits in 1<sup>st</sup> year.



ARUN KUMAR  
CASH BACK  
MasterCard

**Citi Cash Back Credit Card**

\*Terms & Conditions apply.

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# CITI CREDIT CARD CAMPAIGN

₹4,800+  
benefits\* in 1<sup>st</sup> year.



Apply now

\*T&Cs apply.

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Enjoy 10X rewards\*  
with Citi Rewards Credit Card.

₹4,800+  
benefits\* in the 1<sup>st</sup> year

₹1,000  
amazon pay  
Gift Card\*

Faster card approval  
with Video KYC.



\*T&Cs apply.

citi

Enjoy 10X rewards\*  
with Citi Rewards Credit Card.

₹4,800+  
benefits\* in the 1<sup>st</sup> year

₹1,000  
amazon pay  
Gift Card\*

Faster card approval with Video KYC.



\*T&Cs apply.

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₹19,000+  
benefits\* in 1<sup>st</sup> year.



Apply now

\*T&Cs apply.

citi

₹3,300+  
benefits\* in 1<sup>st</sup> year.



Apply now

\*T&Cs apply.

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# CITI CREDIT CARD CAMPAIGN

The screenshot shows the Citibank India homepage with a festive theme. The main banner features a large 'Limited Period Festive Flash Sale' graphic and a prominent offer: 'Apply for a Citi Credit Card ₹2500 CASH BACK\*'. The offer validity is stated as 11th - 30th Nov, 2020. The left sidebar contains a 'WELCOME TO CITIBANK ONLINE' section with a 'LOGIN NOW' button, links for first-time users, and an 'APPLY FOR A NEW PRODUCT' dropdown menu. Below this is an 'ANNOUNCEMENTS' section. The bottom of the page includes a footer with various service links like 'Apply Now for a Credit Card', 'Ask Me', 'Citi India CEO Speaks', and '24X7 CitiPhone'. Social media links for YouTube, Facebook, and LinkedIn are also present.

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WELCOME TO CITIBANK ONLINE

LOGIN NOW

First Time User? Register Now

Forgot User ID / Password

APPLY FOR A NEW PRODUCT

Select a Product

Fees & Charges

ANNOUNCEMENTS

Update to interest charging method for Credit Cards - w.e.f. Jun 01, 2019

Refer Now & Earn

Apply now

Limited Period Festive Flash Sale

Apply for a Citi Credit Card

₹2500 CASH BACK\*

Offer Validity: 11th - 30th Nov, 2020

Citibank Personal Loans starting at 11.99% p.a.

Citibank Credit Cards

Exclusive loan offer for credit card customers

Beware of fraudulent calls / emails

VeriSign Secured

Apply Now for a Credit Card

Ask Me

Citi India CEO Speaks

24X7 CitiPhone

Branch/ATM

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The screenshot shows the Citibank India homepage with a campaign theme. The main banner features a large '₹1000 CASH BACK' offer, stating 'ON APPLYING FOR A CITI CREDIT CARD'. The offer is valid from 11th - 30th Nov, 2020. The left sidebar contains a 'WELCOME TO CITIBANK ONLINE' section with a 'LOGIN NOW' button, links for first-time users, and an 'APPLY FOR A NEW PRODUCT' dropdown menu. Below this is an 'ANNOUNCEMENTS' section. The bottom of the page includes a footer with various service links like 'Apply Now for a Credit Card', 'Ask Me', 'Citi India CEO Speaks', and '24X7 CitiPhone'. Social media links for YouTube, Facebook, and LinkedIn are also present.

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Home Banking Credit Cards Loans Home Loans Insurance Wealth Management Services Special Offers NRI Banking

WELCOME TO CITIBANK ONLINE

LOGIN NOW

First Time User? REGISTER NOW

View Video Demos

APPLY FOR A NEW PRODUCT

Select a Product

Fees & Charges

Update your Citibank account or Credit Card with Aadhaar or your KYC documents.

Know more about unblocking your account and refreshing KYC documents.

₹1000 CASH BACK

ON APPLYING FOR A CITI CREDIT CARD

Offer Validity: 11th - 30th Nov, 2020

Apply now

Rs. 2000 cashback on OnePlus 6 with Citi Credit and Debit Cards

Book a fixed deposit today!

EXCLUSIVE OFFER ₹ 1,000 cash back up for grabs

Update your KYC documents online

VeriSign Secured

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# CITI CREDIT CARD CAMPAIGN

The screenshot shows the Citibank India homepage with a red and white theme. The main headline is "Together. Ahead." with a sub-headline "Get a Citi Credit Card with ₹1000 CASH BACK". Below this, there are four Citi credit cards displayed. A "Refer Now & Earn" button is visible. The footer includes links to "Apply Now for a Credit Card", "Ask Me", "Citi India CEO Speaks", "24x7 CitiPhone", and "Branch/ATM".

WELCOME TO CITIBANK ONLINE:  
LOGIN NOW  
First Time User? Register Now  
Forgot User ID / Password  
APPLY FOR A NEW PRODUCT:  
Select a Product  
Fees & Charges  
ANNOUNCEMENTS:  
Update to interest charging method for Credit Cards - w.e.f. Jun 01, 2016  
Refer Now & Earn  
T&Cs apply

Together. Ahead.  
Get a Citi Credit Card with  
₹1000 CASH BACK  
Apply now

Citibank Personal Loans starting at 11.99% p.a.  
Citibank Credit Cards  
Exclusive loan offer for credit card customers  
Secure of fraudulent calls / emails

VeriSign Secured  
Apply Now for a Credit Card  
Ask Me  
Citi India CEO Speaks  
24x7 CitiPhone  
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The screenshot shows the Citibank India homepage with a blue and white theme. The main headline is "Live uninterrupted with Citi Cards." with a sub-headline "Get your card quicker with Video KYC." and a large "₹3000 Cashback" offer. Below this, there are four Citi credit cards displayed. A "Refer Now & Earn" button is visible. The footer includes links to "Apply Now for a Credit Card", "Ask Me", "Citi India CEO Speaks", "24x7 CitiPhone", and "Branch/ATM".

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T&Cs apply

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₹3000 Cashback  
Limited Period Offer  
Apply now for a Citi Credit Card.

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# CITI CREDIT CARD CAMPAIGN

## Uninterrupted

offers and rewards on Citi Credit Cards.



Get

**₹3000**

Cashback



Apply now

\*T&Cs apply.



## Uninterrupted

Rewards



## Uninterrupted

Cashback

## Unlock Uninterrupted

offers and rewards with Citi Credit Cards.



Get

**₹3000**

Cashback



Apply now

\*T&Cs apply.



## Uninterrupted

Turbo Points



# CITI CREDIT CARD CAMPAIGN

**5% CASHBACK\***  
on telephone & utility bill payments

**&**

**₹1,000**  
amazon pay  
Gift Card\*

**Apply now**  
for a Citi Credit Card

\*T&C Apply.

A blue-themed advertisement for a Citi Credit Card. It features a Citi credit card with a blue background and a white chip. The card displays the Citi logo, the text 'CASH BACK', and the card number '4386 2805 3456 7899'. The offer is highlighted with large text: '5% CASHBACK\* on telephone & utility bill payments' and '& ₹1,000 amazon pay Gift Card\*'. A red button with the text 'Apply now' is positioned below the offer. The Citi logo is in the bottom right corner. The background is dark blue with several white circular icons representing different payment methods and rewards.

Up to  
**71 Litres**  
Free Fuel\* annually

**&**

**₹1,000**  
Flipkart  
Gift Card\*

**Apply now**  
for a Citi Credit Card

\*T&C Apply.

A dark-themed advertisement for a Citi Credit Card. It features a Citi credit card with a dark background and a white chip. The card displays the Citi logo, the text 'Free Fuel\*', and the card number '4386 2805 3456 7899'. The offer is highlighted with large text: 'Up to 71 Litres Free Fuel\* annually' and '& ₹1,000 Flipkart Gift Card\*'. A white button with the text 'Apply now' is positioned below the offer. The Citi logo is in the bottom right corner. The background is dark with a glowing circular graphic in the center.

Up to  
**71 LITRES**  
Free Fuel\* annually

**&**

**₹1,000**  
amazon pay  
Gift Card\*

**Apply now**  
for a Citi Credit Card

\*T&C Apply.

A blue-themed advertisement for a Citi Credit Card. It features a Citi credit card with a blue background and a white chip. The card displays the Citi logo, the text 'Free Fuel\*', and the card number '4386 2805 3456 7899'. The offer is highlighted with large text: 'Up to 71 LITRES Free Fuel\* annually' and '& ₹1,000 amazon pay Gift Card\*'. A red button with the text 'Apply now' is positioned below the offer. The Citi logo is in the bottom right corner. The background is blue with a fuel pump graphic on the left.

**5% CASHBACK\***  
on telephone & utility bill payments

**&**

**₹1,000**  
amazon pay  
Gift Card\*

**Apply now**  
for a Citi Credit Card

\*T&C Apply.

A blue-themed advertisement for a Citi Credit Card. It features a Citi credit card with a blue background and a white chip. The card displays the Citi logo, the text 'CASH BACK', and the card number '4386 2805 3456 7899'. The offer is highlighted with large text: '5% CASHBACK\* on telephone & utility bill payments' and '& ₹1,000 amazon pay Gift Card\*'. A red button with the text 'Apply now' is positioned below the offer. The Citi logo is in the bottom right corner. The background is dark blue with several white circular icons representing different payment methods and rewards.

**5% CASHBACK\***  
on telephone & utility bill payments

**&**

**₹1,000**  
amazon pay  
Gift Card\*

**Apply now**  
for a Citi Credit Card

\*T&C Apply.

A blue-themed advertisement for a Citi Credit Card. It features a Citi credit card with a blue background and a white chip. The card displays the Citi logo, the text 'CASH BACK', and the card number '4386 2805 3456 7899'. The offer is highlighted with large text: '5% CASHBACK\* on telephone & utility bill payments' and '& ₹1,000 amazon pay Gift Card\*'. A red button with the text 'Apply now' is positioned below the offer. The Citi logo is in the bottom right corner. The background is light blue with several white circular icons representing different payment methods and rewards.

Up to  
**71 Litres**  
Free Fuel\* annually

**&**

**₹1,000**  
amazon pay  
Gift Card\*

**Apply now**  
for a Citi Credit Card

\*T&C Apply.

A yellow-themed advertisement for a Citi Credit Card. It features a Citi credit card with a yellow background and a white chip. The card displays the Citi logo, the text 'Free Fuel\*', and the card number '4386 2805 3456 7899'. The offer is highlighted with large text: 'Up to 71 Litres Free Fuel\* annually' and '& ₹1,000 amazon pay Gift Card\*'. A red button with the text 'Apply now' is positioned below the offer. The Citi logo is in the bottom right corner. The background is yellow with a fuel pump graphic on the right.



**Uninterrupted**  
celebrations with Citi.

GET

**3**

**CASH BACK\***



**Apply now** for a Citi Credit Card.

\*TECs apply.

**citi**

Live **uninterrupted** 

 **₹4,900+**  
benefits\* in the 1<sup>st</sup> year  
&  
**₹1,000**  
Cashback\* 

 With IndianOil Citi Credit Card 

\*TSCs apply 





# MORTGAGE CAMPAIGN



## For homes filled with joy!

Citi Home loans at attractive interest rates.

-  Flexible repayment tenure of up to 25 years
-  Banking at your fingertips
-  Save on interest by parking your excess funds in the linked home credit account

To know more:

SMS 'HOME' to 52484

Scan QR







## Fuel your growth with your property.

### Citi Loan Against Property Benefits

-  Loans up to ₹5 crores, with tenure up to 15 years
-  Attractive interest rate for MSME enterprises
-  Save on interest or reduce the loan tenure by parking your excess funds in the linked home credit account
-  Banking at your fingertips

To know more,  
SMS HOME to 52484  
or  
Scan QR code



## Simplified Home Loans from Citi.

Loans up to ₹10cr with interest rates linked to the Government of India 3-month Treasury Bill rate.

To know more:  
SMS KCHL to 52484

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# MORTGAGE CAMPAIGN

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APPLY FOR A NEW PRODUCT:

Select a Product

Fees & Charges

ANNOUNCEMENTS:

Update to interest charging method for Credit Cards – w.e.f. Jun 01, 2016

Refer Now & Earn

TDS apply

The key to your dream home.

Citi Home Loans starting from

6.50% p.a.\*

Apply now

TSC apply

Citibank Personal Loans starting at 11.99% p.a.

Citibank Credit Cards

APPLY NOW

Exclusive loan offer for credit card customers

Beware of fraudulent calls / emails

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A superhero character with a blue and red suit, a star on the chest, and a cape, pointing forward. The background is dark blue. The text "MORTGAGE MARVELS" is in large, bold, yellow and blue letters, and "BRING IT HOME" is in smaller white letters below it.

The same superhero character from the previous image, standing in front of a city skyline with several tall buildings. The text "MORTGAGE MARVELS" and "BRING IT HOME" is overlaid on the image.

A black circular button with a white right-pointing arrow.

# MORTGAGE CAMPAIGN




Your property can make your dreams come true.

Citi Loan Against Property with Interest rates starting at

## 6.90% p.a.

[Apply now](#)







Dear XXX,


Choose from a range of Citi Mortgage Loans to buy your dream home or fund your other Business & Personal needs. What's more, you can also transfer your existing high cost mortgage loan to enjoy low interest rates now.


[Apply now](#)

### Citi Mortgage Loan Benefits

 <p>Attractive Interest rates with ZERO Processing Charges</p>	 <p>Transparent interest rates linked to TBLR - an external benchmark linked lending rate</p>
 <p>No co-borrowers/guarantors required for loan security</p>	 <p>Online access to your account 24x7</p>

[Apply now](#)






The key to your dream home.

Citi Home Loans with Interest rates starting at

## 6.50% p.a.

[Apply now](#)







Dear XXX,


Choose from a range of Citi Mortgage Loans to buy your dream home or fund your other Business & Personal needs. What's more, you can also transfer your existing high cost mortgage loan to enjoy low interest rates now.

[Apply now](#)

### Citi Mortgage Loan Benefits

 <p>Attractive Interest rates with ZERO Processing Charges</p>	 <p>Transparent interest rates linked to TBLR - an external benchmark linked lending rate</p>
 <p>No co-borrowers/guarantors required for loan security</p>	 <p>Online access to your account 24x7</p>

[Apply now](#)





Shift to a friendly loan.

Transfer your loan to Citi with enhancement Interest rates starting at

## 6.60% p.a.

[Apply now](#)



Dear XXX,

Choose from a range of Citi Mortgage Loans to buy your dream home or fund your other Business & Personal needs. What's more, you can also transfer your existing high cost mortgage loan to enjoy low interest rates now.


[Apply now](#)

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 <p>Attractive Interest rates with ZERO Processing Charges</p>	 <p>Transparent interest rates linked to TBLR - an external benchmark linked lending rate</p>
 <p>No co-borrowers/guarantors required for loan security</p>	 <p>Online access to your account 24x7</p>

[Apply now](#)






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## 6.60% p.a.

[Apply now](#)




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[Apply now](#)


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Attractive Interest rates with ZERO Processing Charges



Transparent interest rates linked to TBLR - an external benchmark linked lending rate




No co-borrowers/guarantors required for loan security



Online access to your account 24x7

[Apply now](#)





# CITI LOANS CAMPAIGN



Live bigger dreams with Citi,  
Uninterrupted!

Avail now



PERSONAL LOANS STARTING FROM  
9.99% p.a.\* INTEREST RATE

Avail now

Dear XXXX,  
Prepare for the season by fulfilling your wishes with a quick personal loan from Citi.

Catch these amazing benefits



Live bigger dreams with Citi,  
Uninterrupted!

Avail now



PERSONAL LOANS STARTING FROM  
9.99% p.a.\* INTEREST RATE

Avail now

Dear XXXX,



Easy & quick funds,  
uninterrupted with Citi.

Book Now



INSTANT PERSONAL LOAN UP TO ₹XXXXX  
INTEREST RATE @X.XX% P.A.

Book Now

Dear XXXX,  
Need funds instantly? Get an instant personal loan from Citi and fulfill all your plans.

Catch these amazing benefits





# CITI LOANS CAMPAIGN

UNINTERRUPTED  
OFFERS FEST  
WITH CITI

19<sup>th</sup> JUL - 15<sup>th</sup> AUG

BLOCKBUSTER  
SAVINGS DAYS!

Grab Now

Citi brings you the Blockbuster Savings Days!  
Don't miss out.

%

Nil / Best possible fee & interest rates on loans

🏷️

Extra discounts on shopping, utility, bill payments etc.

📅

Flexible repayment/ EMI options

🔄

Prequalified offers and attractive cashbacks

LIMITED EDITION DEALS

UNINTERRUPTED  
OFFERS FEST  
WITH CITI

19<sup>th</sup> JUL - 15<sup>th</sup> AUG

SUPER SAVER DAYS

Grab Now

Citi brings you the Super Saver Days!  
Exciting Deals. Running out fast!

LIMITED EDITION DEALS

🏷️

Extra discounts on shopping, utility, bill payments etc.

🔄

Prequalified offers and attractive cashbacks

%

Nil / Best possible fee & interest rates on loans

📅

Flexible repayment/ EMI options

and more...

UNINTERRUPTED  
OFFERS FEST  
WITH CITI

19<sup>th</sup> JUL - 15<sup>th</sup> AUG

FREEDOM  
OF CHOICE  
SALE DAYS!

Choose Now

Celebrate your freedom of choice  
with extra discounts, savings and more!

LIMITED EDITION DEALS

🍽️

Grocery and Dining

Know more

👕

Apparels and footwear

Know more

📱

Electronics and home decor

Know more

🏠

Utility and bill payments

Know more

📅

Flexible EMI and loan options

Know more

🔄

Prequalified offers and attractive cashbacks

Know more

Choose Now

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[LOGIN NOW](#)

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APPLY FOR A NEW PRODUCT:

Select a Product:

- Fees & Charges

ANNOUNCEMENTS:

- Update to interest charging method for Credit Cards – w.e.f. Jun 01, 2016

[Refer Now & Earn](#)

**It's raining deals!**

This weekend, only on your Citi Mobile® App.

[Go to App](#)

**App-clusive OFFERS**

7th - 9th August

\*T&C apply

<b>Citibank Personal Loans</b> starting at 11.99% p.a.	<b>Citibank Credit Cards</b> <a href="#">APPLY NOW</a>	<b>Exclusive loan offer for credit card customers</b>	<b>Beware of fraudulent calls / emails</b>
---	---	---	--

**VeriSign Secured**

**Apply Now for a Credit Card**

**Ask Me**

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# CITI REFERRAL CAMPAIGN

**citi**

FOR THOSE WHO BRING  
**UNINTERRUPTED JOY**

Refer your friends and get up to  
**₹9,999 CASHBACK\***

Start referring!

Citi Credit Cards

Dear XXX,

It's time to spread uninterrupted cheer amongst your friends and family. Refer them for a Citi Credit Card and get exciting cashback on successful referrals.

Start referring!

Referring is simple

**citi**

Let friendships be  
**UNINTERRUPTED.**

Refer your friends and get up to  
**₹9,999 CASH BACK\***

Start referring!

Citi Credit Cards

Dear XXX,

It's time to spread uninterrupted cheer amongst your friends and family. Refer them for a Citi Credit Card and get exciting cashback on successful referrals.

Start referring!

Referring is simple

**citi**

Friends bring **uninterrupted joy.**

Refer your friends for a Citi Credit Card and get up to  
**₹9,999 CASHBACK\***

Refer now

Citi Credit Cards

Dear XXX,

For your friends who bring uninterrupted joy, here's something rewarding to share. Refer them for a Citi Credit Card and claim your exciting cashbacks.

Refer now

Referring is simple



# CITI REFERRAL CAMPAIGN

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APPLY FOR A NEW PRODUCT

Select a Product

Fees & Charges

ANNOUNCEMENTS

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Refer Now & Earn

Refer your friends for **uninterrupted excitement.**

Start referring! for a Citi Credit Card.

UP TO ₹9,999 CASHBACK

T&Cs apply.

Citibank Personal Loans starting at 11.50% p.a.

Citibank Credit Cards

Exclusive loan offer for credit card customers

Network of branchless calls / emails

VeriSign Secured

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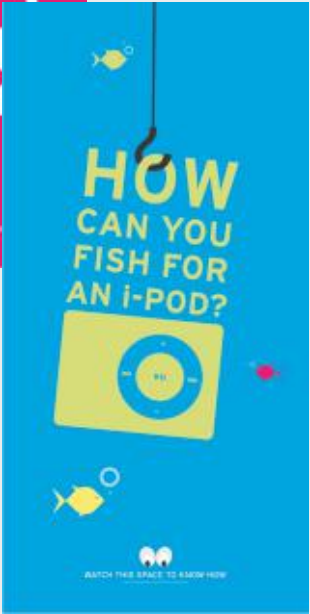
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# CITI REFERRAL CAMPAIGN



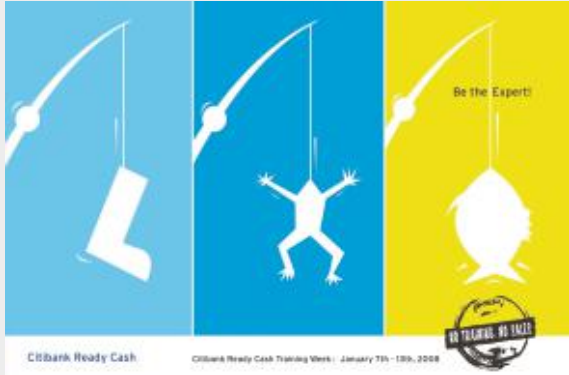
**SOURCE MAXIMUM PDCs AND WIN A PLAY STATION-2**

Source and Source Super

Win exciting prizes by completing a challenge to win up to \$100,000 in cash prizes.

Win up to \$100,000 in cash prizes by completing a challenge to win up to \$100,000 in cash prizes. This challenge is open to all Citi Bank customers who are 18 years of age or older and are residents of the United States. The challenge is open to all Citi Bank customers who are 18 years of age or older and are residents of the United States. The challenge is open to all Citi Bank customers who are 18 years of age or older and are residents of the United States.

Bank	Account	APR	APR	APR
1st Choice	1st Choice	10%	10%	10%
2nd Choice	2nd Choice	10%	10%	10%
3rd Choice	3rd Choice	10%	10%	10%



**SOURCE MAXIMUM PDCs AND WIN A MOBILE PHONE!**

Source and Source Super

Win exciting prizes by completing a challenge to win up to \$100,000 in cash prizes.

Win up to \$100,000 in cash prizes by completing a challenge to win up to \$100,000 in cash prizes. This challenge is open to all Citi Bank customers who are 18 years of age or older and are residents of the United States. The challenge is open to all Citi Bank customers who are 18 years of age or older and are residents of the United States. The challenge is open to all Citi Bank customers who are 18 years of age or older and are residents of the United States.

Bank	Account	APR	APR	APR
1st Choice	1st Choice	10%	10%	10%
2nd Choice	2nd Choice	10%	10%	10%
3rd Choice	3rd Choice	10%	10%	10%

**SOURCE PREMIUM ACCOUNTS WIN FABULOUS PRIZES!**

Source and Source Super

Win exciting prizes by completing a challenge to win up to \$100,000 in cash prizes.

Win up to \$100,000 in cash prizes by completing a challenge to win up to \$100,000 in cash prizes. This challenge is open to all Citi Bank customers who are 18 years of age or older and are residents of the United States. The challenge is open to all Citi Bank customers who are 18 years of age or older and are residents of the United States. The challenge is open to all Citi Bank customers who are 18 years of age or older and are residents of the United States.

Bank	Account	APR	APR	APR
1st Choice	1st Choice	10%	10%	10%
2nd Choice	2nd Choice	10%	10%	10%
3rd Choice	3rd Choice	10%	10%	10%





# CITI X-SELL CAMPAIGN



SAVE UP TO  
**15% ON DINING**  
AT SELECT RESTAURANTS

SHOPPERS STOP  
START SOMETHING NEW


Every shopping spree  
deserves a treat.

To apply, contact cash counter or SMS SHOP to 52484\* or visit [www.citibank.com/india](http://www.citibank.com/india)



**citi**  
Welcome what's next


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- Earn Reward Points on all spends
- Shop with Points at Shoppers Stop

Let your everyday spends  
pay for the next fashion trend.


To apply, contact in-store cash counter or SMS SHOP to 52484\* or visit [www.citibank.com/india](http://www.citibank.com/india)




**citi**  
Welcome what's next

SHOPPERS STOP  
START SOMETHING NEW

Gift yourself  
a stylish welcome.



EXCLUSIVE  
**WELCOME VOUCHERS & BENEFITS!**



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Welcome what's next

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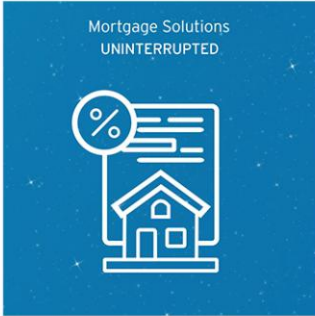
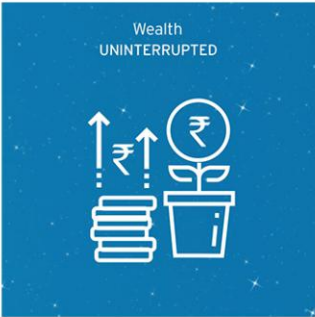
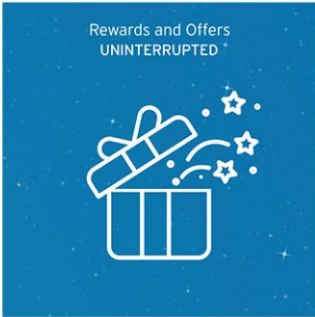


# VIDEOS

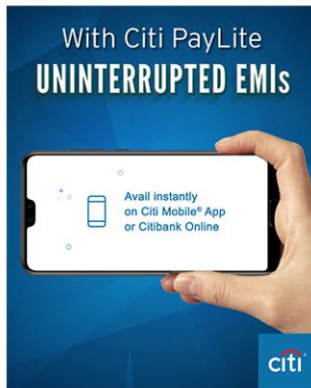
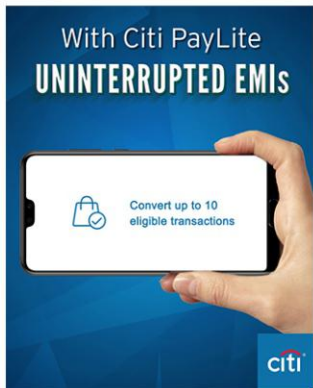




# VIDEOS



# VIDEOS



# VIDEOS

Enjoy **SAFE**  
**Digital Banking**  
with Citi.



DO NOT share your  
**PIN, CVV, OTP** & other details



DO NOT entertain  
**Calls/SMS/IVR** or E-Mail



DO NOT entertain  
**Calls/SMS/IVR** or E-Mail



BE CAUTIOUS of  
**Impersonation Fraud**



DO NOT Install/Download  
**Fake KYC Apps** or Sites



DO NOT Install/Download  
**Fake KYC Apps** or Sites



DO NOT share  
**Confidential Information**  
with anyone



Rely only on  
**Bank Verified Numbers**  
& **Official Website**



ENSURE **2 Way SMS**  
for suspicious activities



ALWAYS LOCK Card on  
**Citi Mobile®App**



**SET DAILY LIMIT**  
On Card to prevent misuse

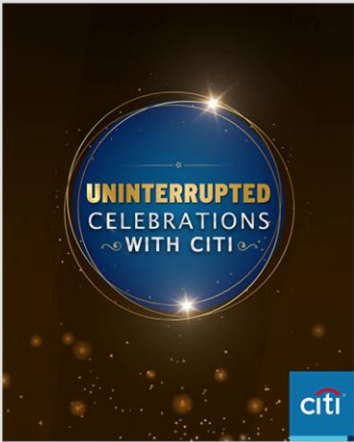
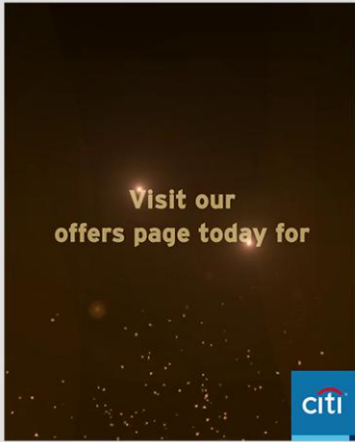


**BE SAFE**  
with Citi

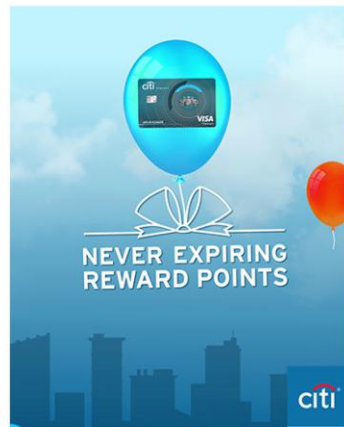
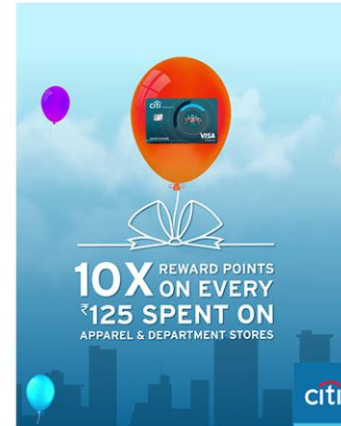
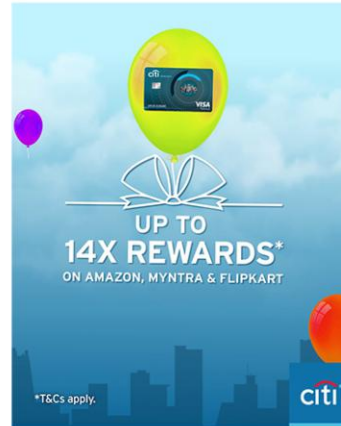
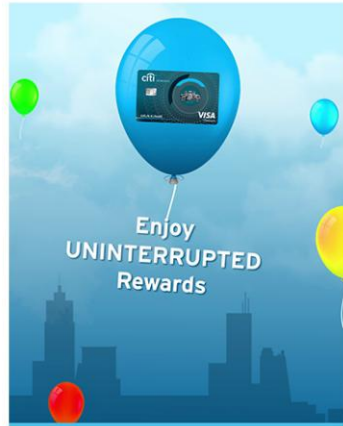




# VIDEOS



# VIDEOS



# VIDEOS

Do more with Citi

This is the year for more getaways

♥

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Time to define the year...Do more with Citi...more

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Do more with Citi

₹4,900+ BENEFITS IN THE 1<sup>st</sup> YEAR\*

♥

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UP TO 71 LITRES FREE\* FUEL ANNUALLY

♥

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4X TURBO POINTS FOR FUEL SPENDS\*

♥

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2X TURBO POINTS ON GROCERIES\*

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ZERO ANNUAL CARD FEE\*

♥

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NEVER EXPIRING TURBO POINTS\*

♥

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Only with IndianOil Citi Credit Card

♥

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# VIDEOS



Life becomes better  
when spending becomes rewarding!



₹ ₹

**citi**

PAY YOUR PHONE  
OR UTILITY BILLS & EARN  
**5% CASHBACK\***



\*T&Cs apply



**citi**

OR SPEND & EARN  
**0.5% CASHBACK\***



\*T&Cs apply


**citi**



YOUR CASHBACK  
**NEVER EXPIRES**

**citi**

Spend more. Save more.



Only with Citi Cash Back Credit Card

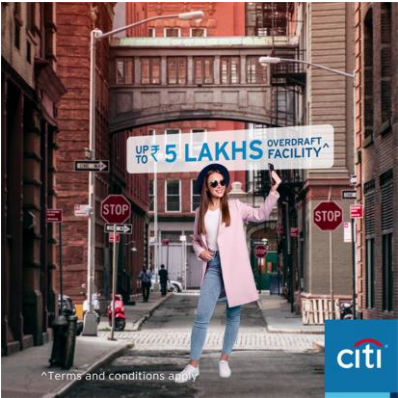
**citi**



# VIDEOS



# VIDEOS





# VIDEOS



# VIDEOS

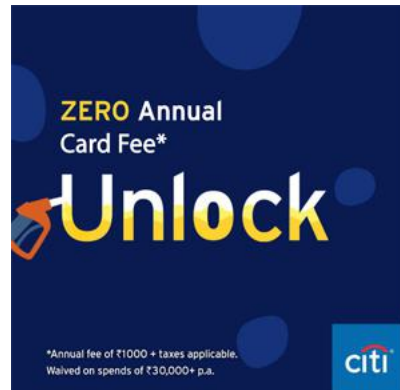


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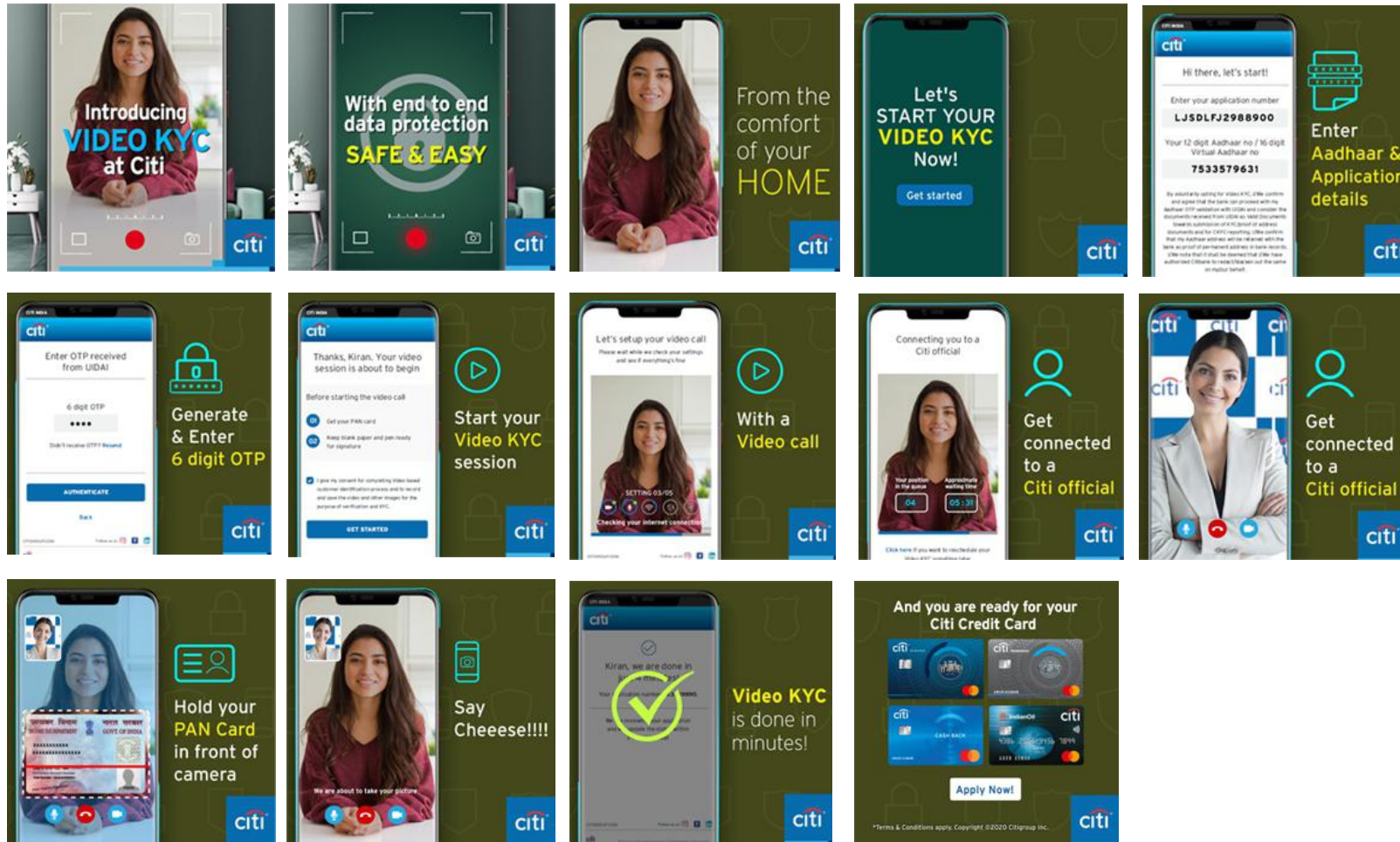




# VIDEOS



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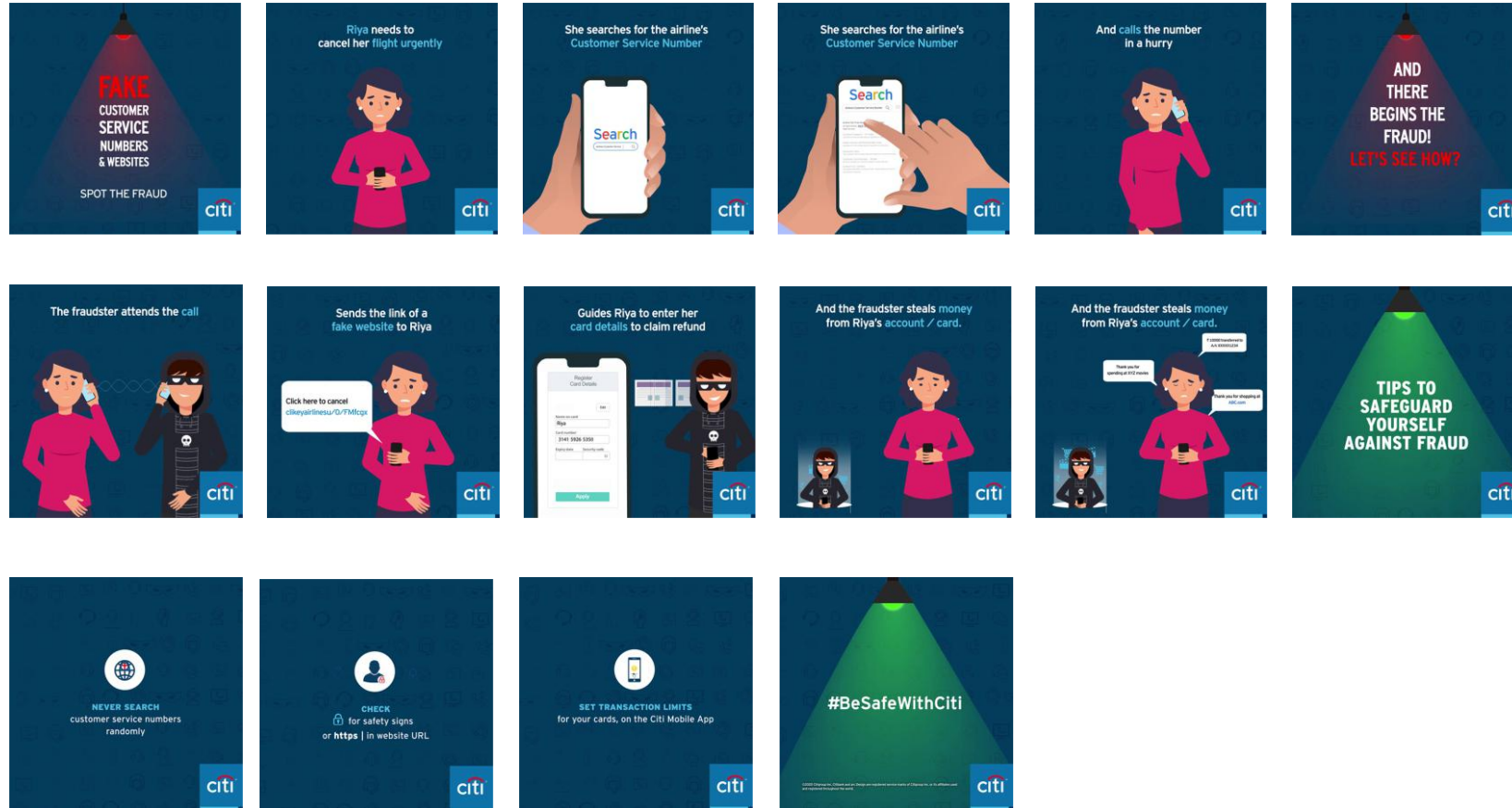


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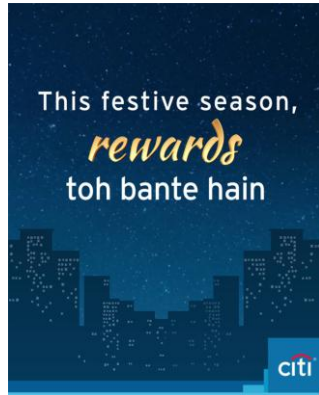




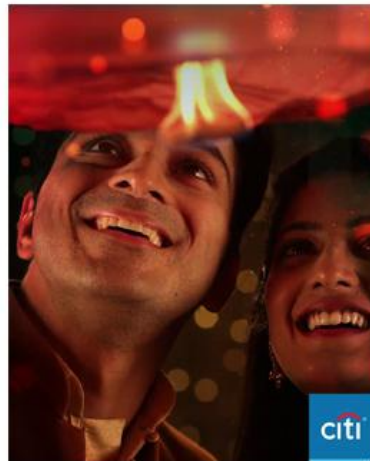
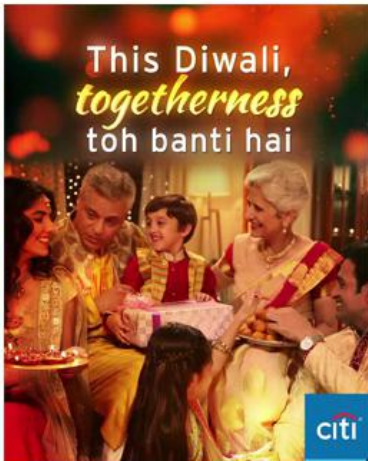
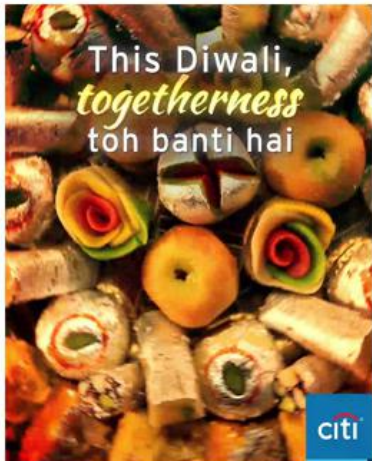
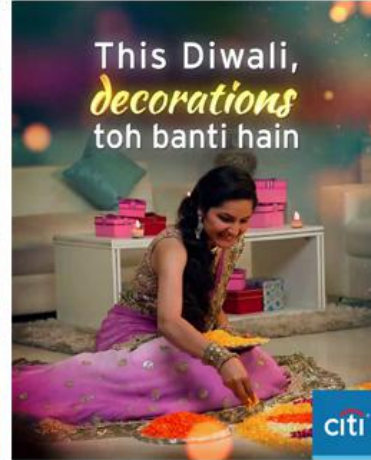
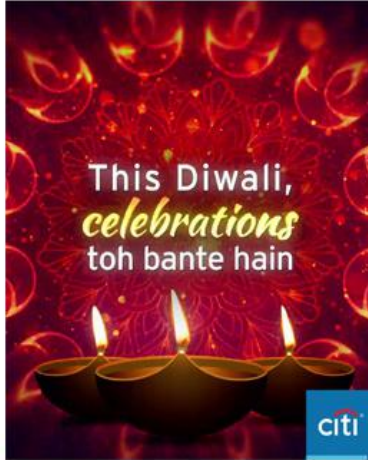
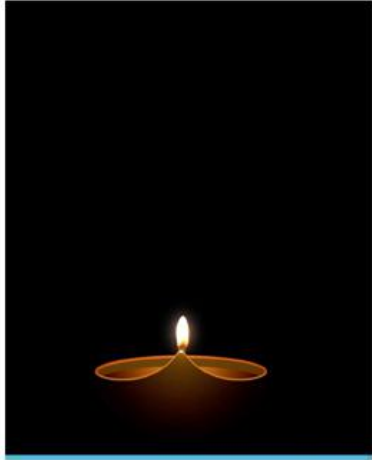
# VIDEOS



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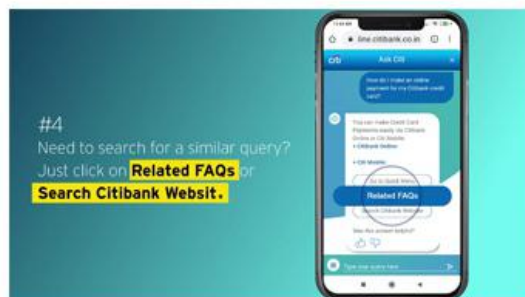
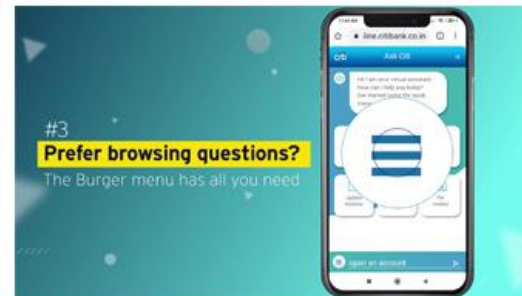
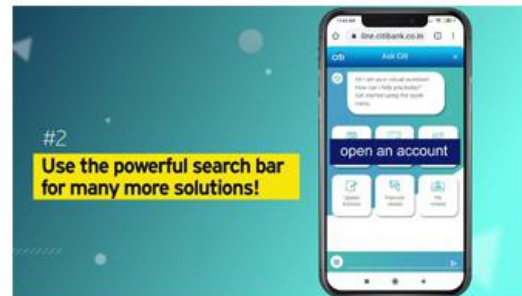
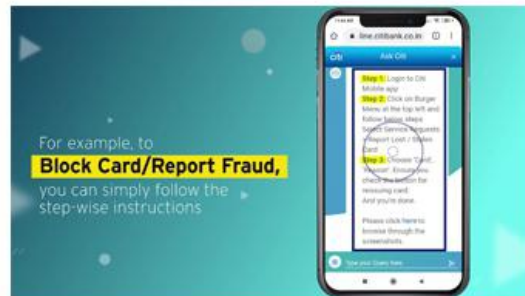
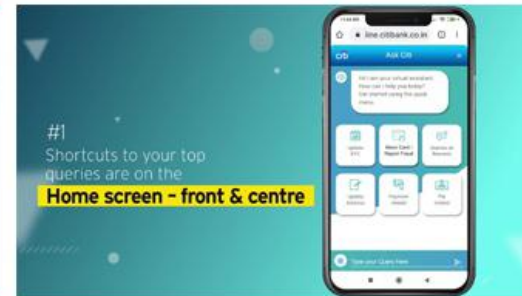
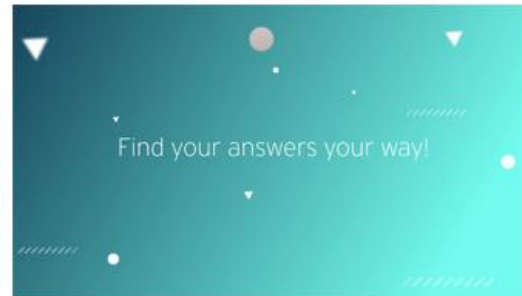


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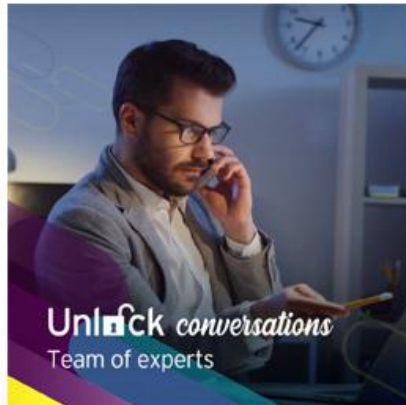




# VIDEOS



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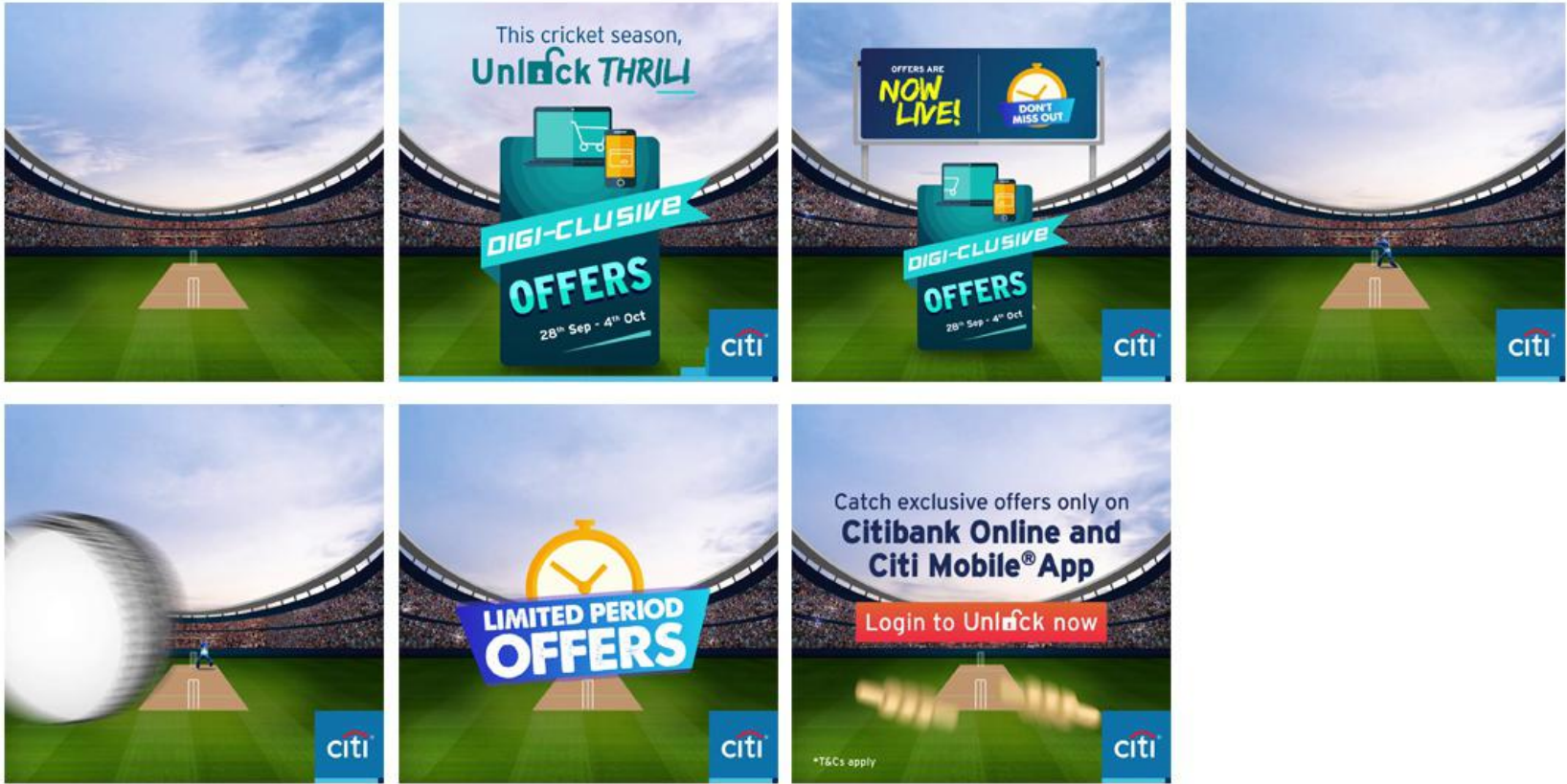


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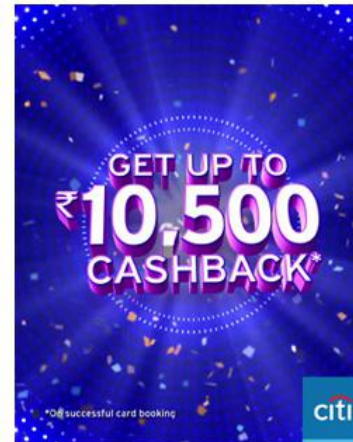




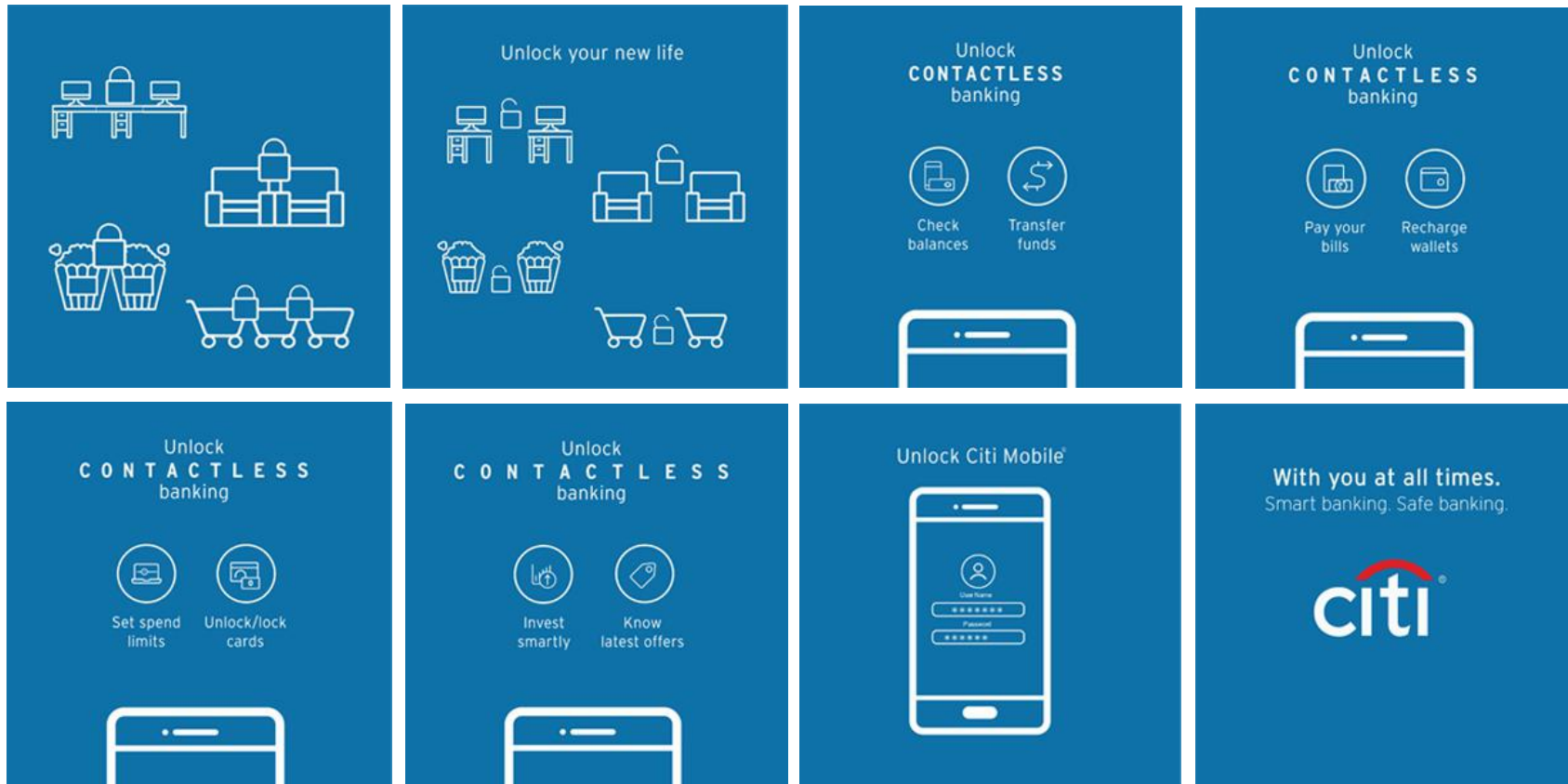
# VIDEOS



# VIDEOS



# VIDEOS





# VIDEOS

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Flatten the curve



Stay home



With you at all times.  
Stay safe, bank smart.



# VIDEOS

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Keep safe distance



Stay connected



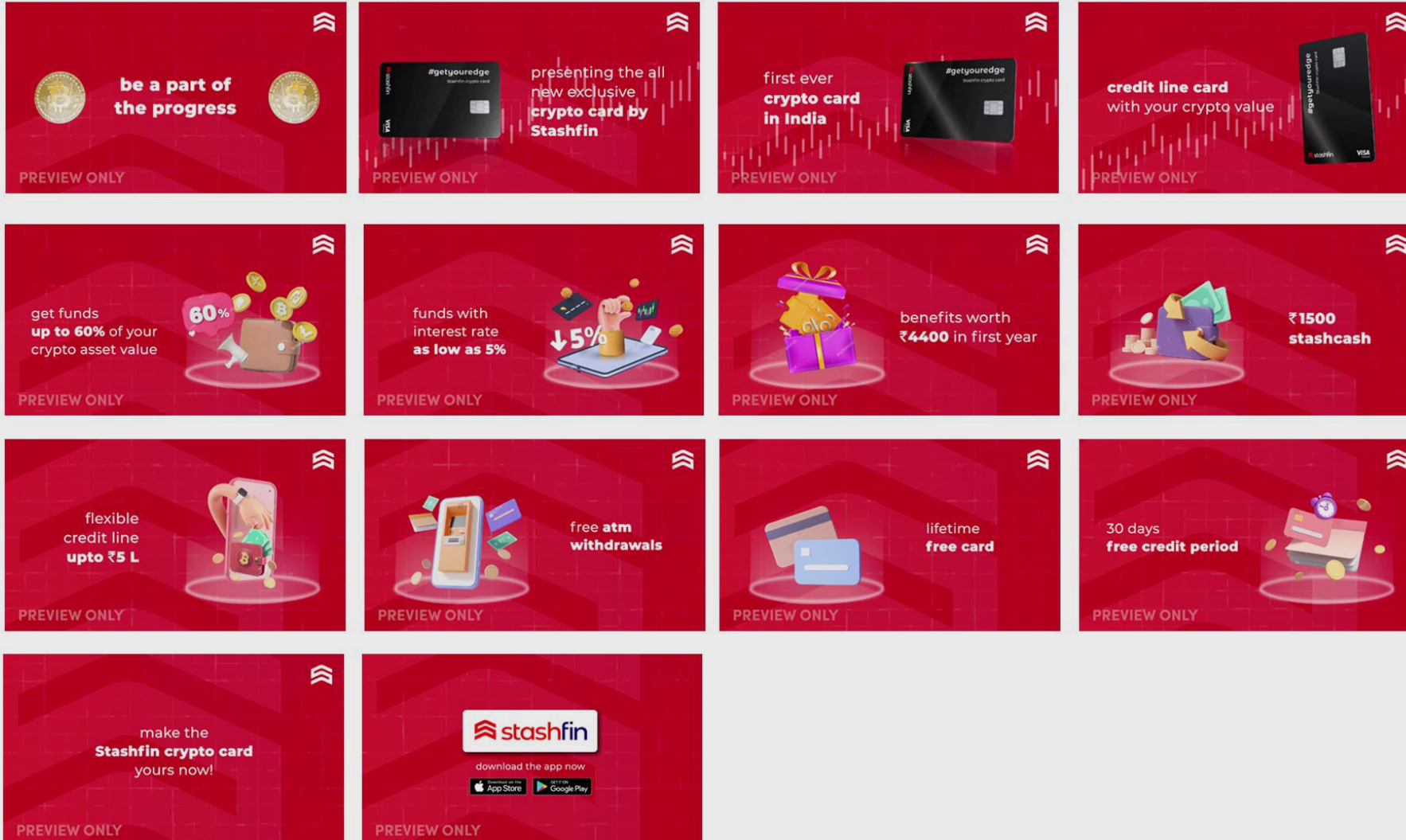
Bank from home



With you at all times.  
Stay safe, bank smart.



# VIDEOS





# VIDEOS



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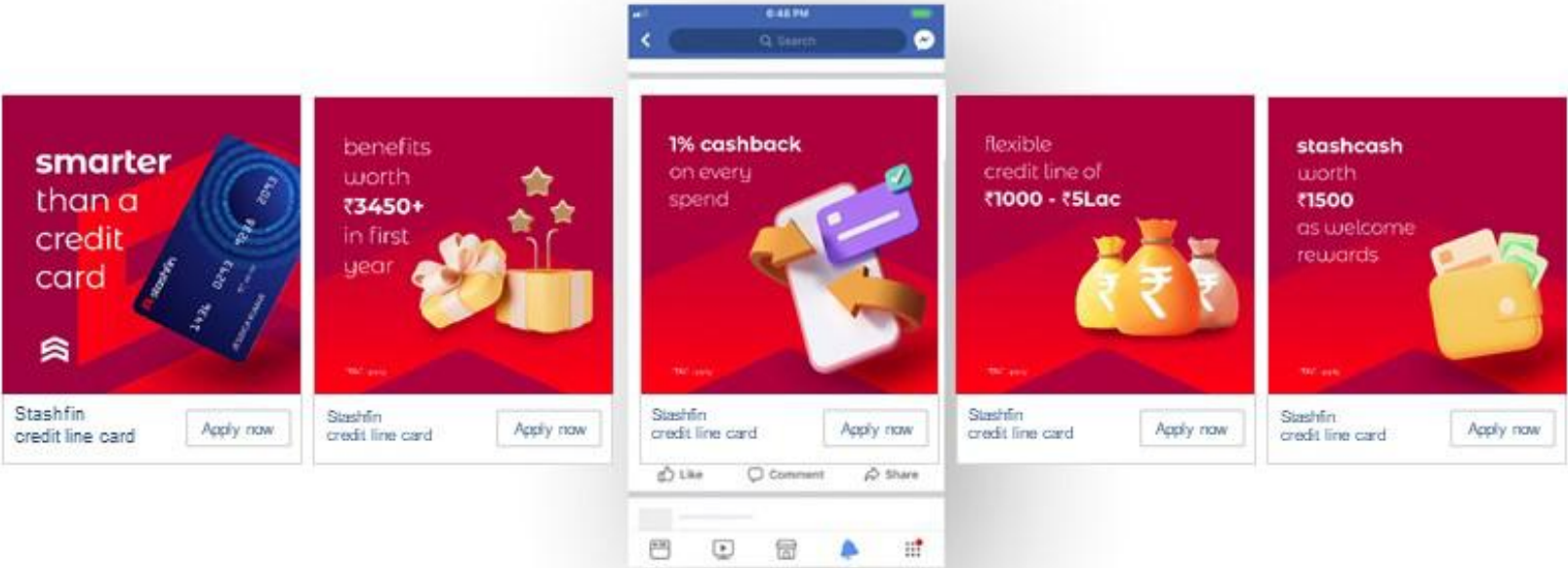


# CAROUSEL







# CAROUSEL



# E-MAIL COMMUNICATIONS



smarter  
than a  
credit  
card





dear customer,

experience the smarter Stashfin Card with enhanced features that complements your lifestyle needs and rewards you at every step. Make the most of it!

being smart. getting rewarded.


benefits worth  
₹3450+ in  
first year





1% cashback  
on every  
spend

stashcash



welcome rewards





flexible  
credit line of  
₹1000 - ₹5Lac

funds within  
90 seconds  
on the card



1

one  
stashcash = ₹1


free atm  
withdrawals



check out our app and card  
review by **Rajiv Makhni**

[click here](#)

we're  
so happy  
that  
you're  
here!



dear customer,


your loan amount of ₹ 998 has been disbursed on 3rd mar 2021 on your Stashfin credit line card. your first emi of ₹ 347 is due on 5th apr 2021. the disbursal amount is net of processing fee as applicable. please find the emi schedule and credit line disbursal advice attached with this mail for your reference. this attachment is password protected. the password to open the attachment is the combination of first four letters of your name in capital (as it appears in the loan application) followed by the year of your birth.

for example, if your first name is vivek and your birth year is 1991, then your password will be vive 1991. the reference id of your loan application is sess25093941349. please mention this reference id while communicating with us.


please do not reply to this mail as it is sent from an unmonitored mailbox. for further clarifications or assistance, reach out to us on.

yours truly,

Xxxxx xxxx  
CEO



we're  
so happy  
that  
you're  
here!



dear customer,

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for example, if your first name is vivek and your birth year is 1991, then your password will be vive 1991. the reference id of your loan application is sess25093941349. please mention this reference id while communicating with us.

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Xxxxx xxxx  
CEO

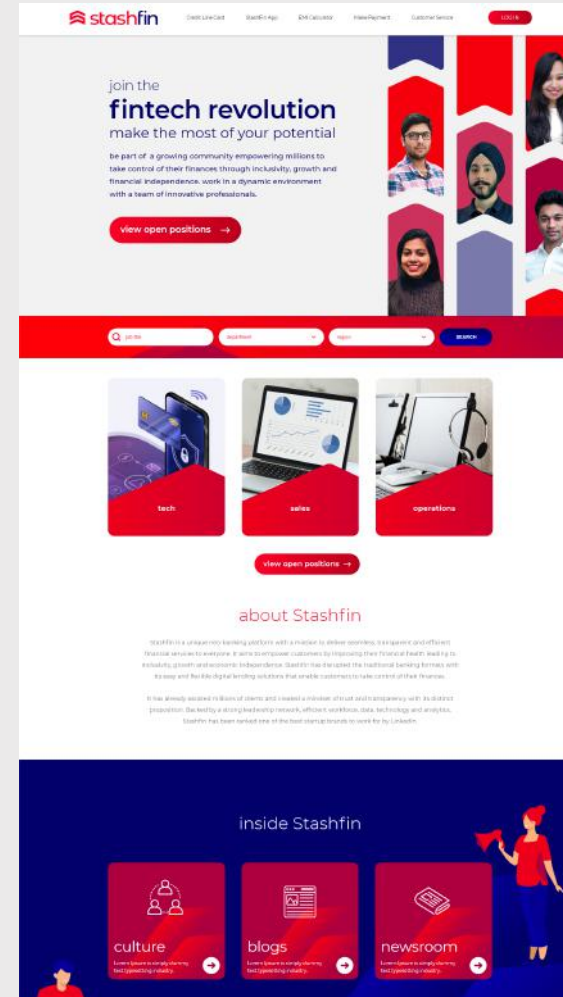
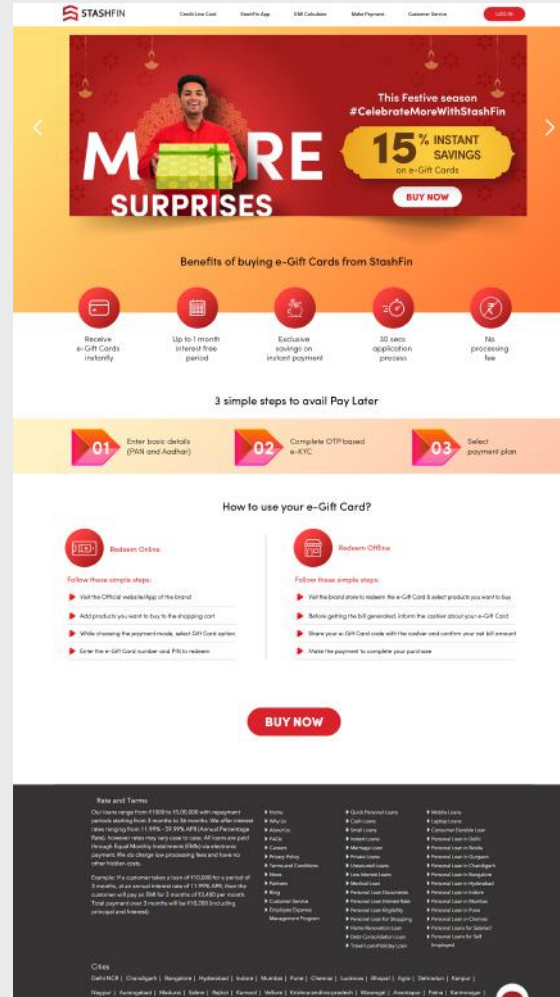
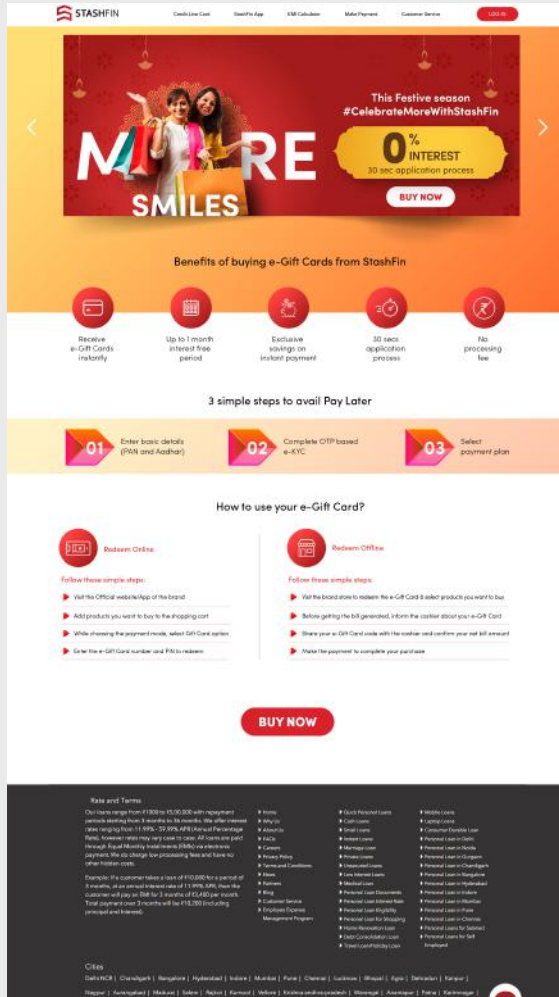


# FESTIVE SOCIAL MEDIA BANNERS






# LANDING PAGES & WEBSITE







# WEBSITE


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## Stashfin Credit Line


### Your Superpower to Get Instant Funds

-  Get a credit limit upto ₹5,00,000
-  Get 0% interest for up to 30 days
-  Select from Flexible Tenure Options upto 36 months
-  Pay interest only on the amount utilized

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 Easy Application  Quick Process  100% Digital




CREDIT LIMIT  
UPTO  
₹5,00,000


Credit limit upto  
₹5,00,000

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interest for  
up to 30 days

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from 3 to 36  
months

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money utilized

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across needs

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Thank you