

TATA NEU PLUS SBI CARD

1. PRODUCT OVERVIEW

Tata Neu Plus SBI Card powered by RuPay/Mastercard contactless technology is a Tata marketplace co-branded card offering accelerated rewards on Tata Group merchant spends (Tata Cliq, Big Bazaar, Croma, Westside, Skoda, etc.). It provides seamless integration with Neu coins and cashback across Tata ecosystem.

2. ELIGIBILITY & KYC

- Available to Indian residents age 18–65 with valid KYC (PAN, Aadhaar, proof of income)
- Minimum annual income: Rs. 1,50,000
- Add-on cards available for family members

3. FEE STRUCTURE

- Joining Fee: Rs. 1,999 (waived if annual spends exceed Rs. 2,00,000 in first 3 months from activation)
- Annual Fee: Rs. 1,999 (waived if annual spends exceed Rs. 2,00,000 in that calendar year)
- Add-on Card: Rs. 499 (first card free for first year)
- Card Replacement Fee: Rs. 149
- Overlimit Fee: Rs. 600
- Late Payment Fee: Rs. 400
- Cheque Dishonour Fee: Rs. 650
- Outstation Cheque: Rs. 75
- Cash Advance Fee: 2.5% (min Rs. 300)
- Balance Transfer Fee: 0.99% (min Rs. 150)
- Duplicate Statement: Rs. 75

4. BILLING & PAYMENT

- Monthly statement via email or post
- Minimum amount due: 5% of balance or Rs. 100
- Multiple payment modes: UPI, NEFT, BillPay, cheque, auto-debit, e-NACH
- Interest-free period: 45 days (if full previous balance paid)
- Payment due date: 30 days from charge incurrence

5. INTEREST & PENALTIES

- Purchase interest: 2.40%/month (~28.8% p.a.)
- Cash advance: 2.95%/month (~35.4% p.a.)
- Delayed payment interest: 0.75%/month after 30 days late

6. TRANSACTION FEATURES

- Accepted at all RuPay/Mastercard-enabled merchants globally (29 million+ outlets)
- Contactless payment up to Rs. 5,000 (no PIN needed)
- Credit limit: Rs. 75,000 to Rs. 12,00,000
- Cash withdrawal: up to 35% of credit limit (max Rs. 50,000/day)
- Balance transfer: 0.99% fee, min Rs. 5,000, max 75% of limit
- Flexipay EMI: 0.89% per month starting interest
- Foreign transaction markup: 1.5%

7. CARD MANAGEMENT

- Card validity: 36 months
- Lost/stolen: Report immediately to helpline; block via IVR/app
- Replacement: 5-7 days (standard), 1-2 days (expedited)
- Add-on cards: First free for 1 year, Rs. 499/year thereafter

8. DIGITAL BANKING & SECURITY

- SBI Card App: Account summary, rewards tracking, payments, bill management, Flexipay, EMI
- Website: sbicard.com for registration and account access
- SMS alerts: Real-time transaction notifications on purchases over Rs. 500
- Security: 24-hour RuPay/Mastercard helpline, fraud liability cap at credit limit if reported within 24 hours
- Insurance: Optional health, travel, personal accident covers (start at Rs. 299/year)

9. BENEFITS - NEU COINS & REWARDS STRUCTURE

- Base Earning: 1 Neu Coin per Rs. 100 spent (1% earning)
- Tata Group Merchants: 5 Neu Coins per Rs. 100 (5% earning on)
 - Tata Cliq (online & offline)
 - Big Bazaar/BB NOW
 - Croma
 - Westside
 - Skoda dealerships & service
 - Tata Play
 - Air India spends (select)
- Other Categories: 2 Neu Coins per Rs. 100 (2% earning)

- Credit Card Spends: Convertible to statement credit or redeem for products

Neu Coins Features:

- Auto-credited within statement cycle
- Redeemable on Tata Neu app for products, discounts, vouchers
- 1 Neu Coin \geq Rs. 1 redemption value
- Expire after 36 months if unused
- Forfeited if 90+ days overdue or on account closure

Reward Points Exclusions: Fuel pumps, ATM withdrawals, wallet loads, EMI/Flexipay, insurance, rent, government, jewelry, education, utilities, railways, gaming, balance transfer, cash advance, card fees

Welcome Benefits:

- Tata Neu Credit: Rs. 2,500 voucher (valid 6 months)
- 5,000 Neu Coins (value Rs. 5,000+)
- Complimentary Tata Play Premium subscription for 1 month

Other Benefits:

- Fuel Surcharge Waiver: 1% (max Rs. 100/month)
- Fraud Liability Cover: Rs. 1,00,000
- Travel delay & luggage insurance