

The launch of India's Transit Combo Card with Auto Top-up Features



The team in India has collaborated with ICICI Bank and Delhi Metro Rail Corporation (DMRC) to launch the “ICICI Bank Unifare Card” in late June.

The ‘ICICI Bank Unifare Card’ combines the benefits of a debit/credit card along with a Delhi Metro Smart Card and has the added facility of auto top-up of fare balance. To support both functionalities, the ICICI Bank Unifare Card has a Delhi Metro transit chip embedded along with the debit/credit card chip.

In a great development for customers - they no longer need to queue at ticket windows or vending machines. The unique Auto Top-up facility on the card automatically recharges the amount on the transit chip when the balance drops below a certain specified threshold limit. The ICICI Bank Unifare Debit and Credit Cards offer a wide list of attractive benefits to the card members. The list includes:

- Redemption of reward points accumulated on this card for free metro rides
- Auto Top-Up facility to automatically recharge the Delhi Metro chip balance
- 10% discount on travel fare at Delhi Metro, as available on Metro smart cards
- 2.5% fuel surcharge waiver across HPCL pumps (on ICICI Merchant services machines when the card is used for transactions less than Rs.4000)
- Minimum 15% discount on dining bills at leading restaurants across India with the Culinary treats programme

Ari Sarker, division president, South Asia says “The ICICI Bank Unifare Card” marks another important step in our efforts to expand the use of electronic payments which are more efficient, secure and inclusive. It will offer a faster and hassle free way of accessing the Delhi metro along with added value and benefits to the consumers offered to Platinum MasterCard cardholders.”

Photo: The team in India partners with ICICI Bank and Delhi Metro to launch the Transit Combo card in India

