

Petrol PLAZA

IndianOil, HDFC Bank launch co-branded fuel credit card for non-metro cities and towns

Customers will earn rewards and benefits on fuel consumption at over 27,000 IndianOil outlets.



IndianOil and HDFC Bank Ltd. launched a co-branded fuel credit card for users from non-metro cities and towns. The IndianOil HDFC Bank Credit Card offers customers the highest rewards and benefits on fuel consumption. The card will be available on both RuPay and Visa platforms.

Customers earn reward points known as 'fuel points' at over 27,000 IndianOil outlets. They will also earn fuel points on all other spends such as groceries, bill payments, utilities, and other shopping. These points can be redeemed for up to 50 litres of fuel annually.

At an event organised in Chandigarh, the card was launched by IndianOil officials and HDFC Bank executives. Simultaneously, the card was also launched across 135 IndianOil outlets in Bhopal, Lucknow, Indore, Ranchi, Kochi, Vishakapatnam, Guwahati, Nagpur, Shillong, Varanasi, and Panjim,

among others.

"More than 27% of all transactions at our petrol stations are through various digital modes. We are confident that this collaboration with HDFC Bank today shall give a give boost to digital payments and cashless transactions in the country, in line with the Digital India vision of our Hon'ble Prime Minister," said Mr. Vigyan Kumar, Executive Director (RS), IndianOil.

"Fuel consumption in India is rising and smaller cities and towns are major drivers of this growth. With more than 75% of our total branch network in such non-metro cities, we want to empower our customers in these locations by providing a product that is specifically designed for their changing needs and aspirations," said Mr. Parag Rao.