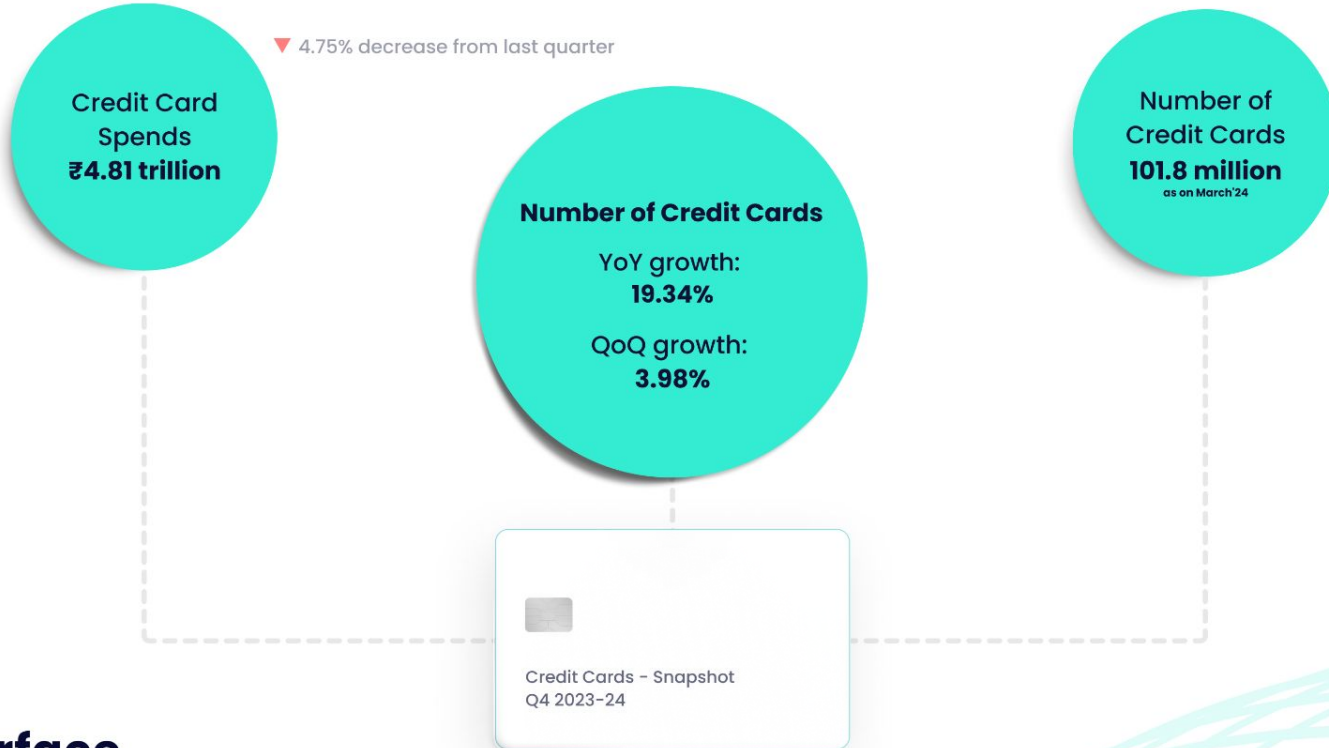


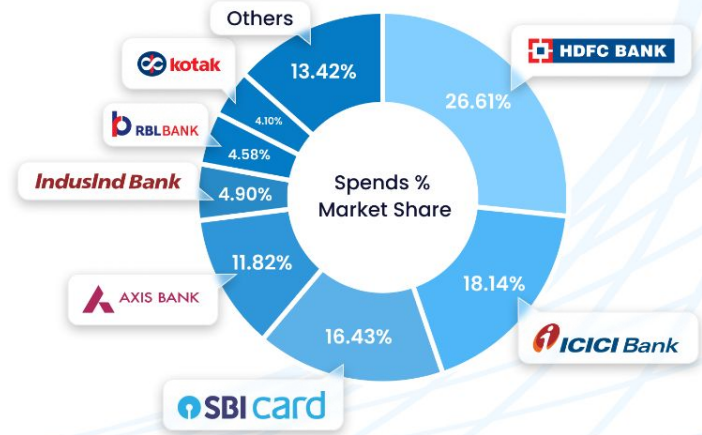
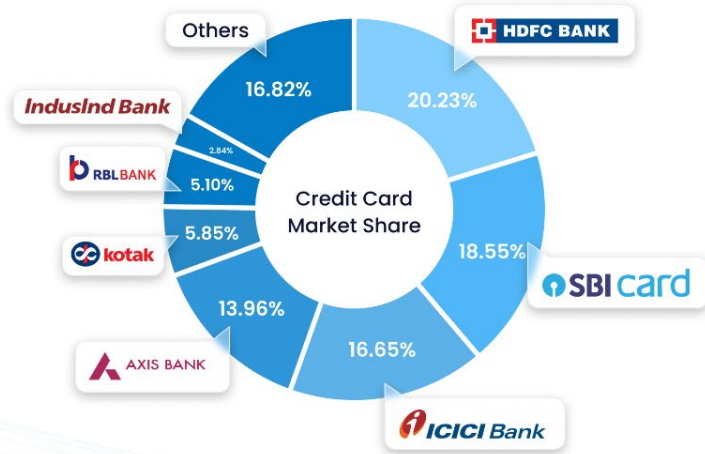
Key Highlights on Credit Card Statistics Q4 2023-24



Credit Cards – Snapshot Q4 2023-24



Private banks account for more than 70% of market share



Market Share % | Q4 2023-24








HDFC Bank added most number of Credit Cards in Q4 2023-24

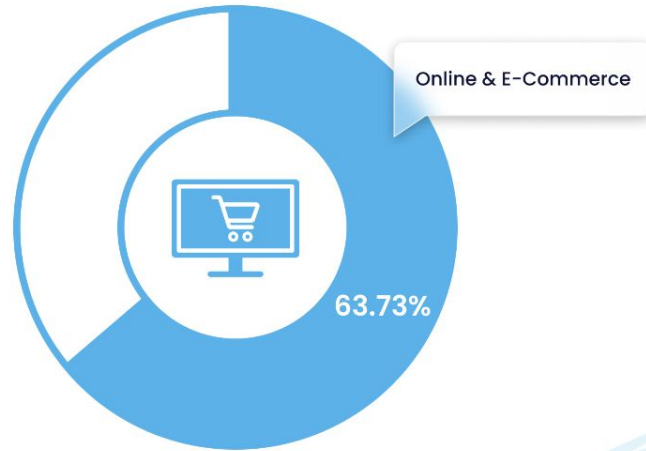
Banks with highest Credit Card Issuance Q4 2023



Net new Credit Cards added in Q4 2024: **38,98,125**

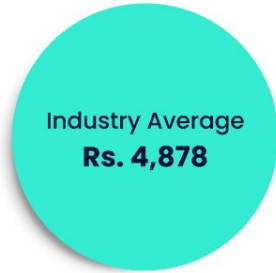
Bank	Net new CC added	Total CC as on Mar'24
 HDFC BANK	7,12,853	2,05,90,921
 AXIS BANK	6,27,187	1,42,11,482
 ICICI Bank	4,70,202	1,69,54,660
 SBI card	4,12,130	1,88,89,005
 IDFC FIRST Bank	3,35,374	25,72,191

Lion's share of Credit Card spends are online and on e-commerce platforms






Credit Card Spending - Q4 2023-24

IndusInd Bank continues to lead in Average Ticket Size for card spends



Average Ticket Size | Q4 2023-24

Bank	Avg. ticket size (In ₹)
<i>IndusInd Bank</i>	9,963
AMERICAN EXPRESS	9,042
	7,138
	7,023
	5,950

American Express saw highest Avg. Monthly Spends

Industry Average
Rs. 15,946





Avg monthly spend per card (Q4 2023-24)

Bank	Average Monthly Spend (IN ₹)
AMERICAN EXPRESS	32,284
<i>IndusInd Bank</i>	27,623
HDFC BANK	20,970
SOUTH INDIAN Bank <small>Experience Next Generation Banking</small>	20,950
AU SMALL FINANCE BANK	19,734

HDFC Bank had the highest average no. of transactions per card



Avg no. of txns per card (Q4 2023-24)

Bank	Avg. no. of txns per card
 HDFC BANK	4.15
 SOUTH INDIAN Bank <small>Empower Your Generation Banking</small>	3.91
 FEDERAL BANK <small>YOUR PERFECT BANKING PARTNER</small>	3.84
 AXIS BANK	3.71
IndusInd Bank	3.63

Hyperface Suite of Solutions

1



**Credit Card
Management System**

2



Co-brand Module

3



Smart Benefits Engine

4



Modular Onboarding