

Pre-Paid Cards in India

February 2024

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Charge Cards in India - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Charge cards remain a niche, targeting affluent consumers

Transaction spend on charge cards remains elevated in comparison to other financial cards

American Express is the sole local issuer and operator of charge cards in India

PROSPECTS AND OPPORTUNITIES

Charge cards will remain a small part of financial cards in the Indian market

Rising penetration of credit cards to challenge greater uptake of charge cards

American Express eyes further opportunities for growth of charge cards

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Co-branded credit cards, driven by targeted benefits for consumers, gain further prominence in 2023

Competition intensifies with relative new entrant banks increasing their credit card portfolios

PROSPECTS AND OPPORTUNITIES

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2023 DEVELOPMENTS

Financial inclusion initiatives further drive debit card penetration

Average spend per debit card declines in 2023

Local RuPay leads and competes strongly with international card operators

PROSPECTS AND OPPORTUNITIES

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Slowdown in pre-paid card transactions due to rising competition from alternative products and full effect of regulatory revisions
Benefits of transportation cards drive uptake of closed loop pre-paid cards
Surge in outbound tourism fosters rise in demand for open loop travel cards

PROSPECTS AND OPPORTUNITIES

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