



Euromonitor  
International

# Credit Cards in India

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## Charge Cards in India - Category analysis

### 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

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

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Credit card transactions post brisk growth as consumers resort to smart spending

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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## KEY DATA FINDINGS

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