

Practo, RBL launch first health credit card in India

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Practo users will be able to apply their credit cards directly on the Practo app and RBL Bank's website



RBL Bank, one of India's fastest growing private sector banks and Practo, India's leading digital healthcare platform, have partnered to launch a co-branded credit card, powered by Mastercard. This industry-first credit card is available on both Practo and RBL mobile apps and websites.

In a world where people are increasingly busy to pay attention to their day-to-day health needs, this is an **innovative step to encourage users to think health-first on a daily basis**. The card is designed to cater to customers in both metros and non-metro cities, through Practo and RBL Bank's extensive customer base that spans across the country. With benefits like unlimited online consultations with doctors 24*7, users are guaranteed that there is an experienced qualified doctor available to them whenever there is a need - instead of relying on self-diagnosis or advice from friends and relatives.

The benefits of **RBL Bank Practo Plus** credit card include:

- Unlimited online consultations with doctors 24*7 for 1 year
- One free full body health check-up
- For every Rs. 100 spent on this card, cardholder earns 1 Practo HealthCash
 - HealthCash can be used while availing Practo services like ordering medicine, tests, online consultations (1 Healthcash = 1 Rupee)

The moment the credit card is issued, a Practo health plan account gets created on Practo app. The cardholders need to login with their registered mobile number to access this plan under the "MyHealth Plan" section on Practo. The card also offers two complimentary domestic airport lounge access every quarter.

At the launch of the card, Harjeet Toor, Head – Retail, Inclusion & Rural Businesses, RBL Bank, said, "We are delighted to enter into a partnership with Practo and launch a card that prioritizes good health and well-being. The partnership is a perfect example of how two diverse industries can come together to offer a compelling value proposition for customers. Healthcare is a largely untapped segment and this partnership will be a great opportunity for the Bank and Practo to leverage on each other's strength to capture the market and offer customers a one-of-a-kind health card with exciting offers. The Bank's credit cards business has performed extremely well this year and with this partnership we look forward to strengthen our business further by entering a new market segment

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Commenting on the partnership, Tarun Bhambra, VP & Business Head, Practo, said *“We are delighted to partner with RBL Bank for launching a new credit card that is focused on making healthcare more affordable for consumers. We all have regular spends on appointments, medicine and diagnostic tests. This card gives a unique ability to consumers to use their regular spends for household expenses for subsidizing their monthly health spends on Practo platform. At Practo, it's our constant endeavor to make healthcare simpler, more accessible and affordable. This card is one step towards achieving this vision.”*

Digital healthcare market is on a tremendous uptake in India and is expected to reach \$372 bn by 2022. Practo is currently the only platform in the country that lets patients manage their healthcare needs end-to-end. It provides a single platform that helps patients meet all their healthcare requirements at one go – from finding the right doctor to booking an appointment, online doctor consultation, getting lab tests done and medicines delivered. The company also enables doctors to digitise their medical practice management - lowering practice management burdens and increasing efficiency - extend their reach and visibility to patients, and even establish credibility through a digital presence complete with details of practice history, qualifications and documented patient experiences.