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## ICICI Bank launches Indian Rupee Travel Card

ICICI Bank UK PLC, a subsidiary of ICICI Bank Ltd. (India's largest private sector bank), announced the launch of the **ICICI Bank Indian Rupee Travel Card**. This is a first of its kind prepaid card offering safety and value for money for visitors to India making their trips more convenient. The Card is issued by ICICI Bank Ltd. and is distributed in the UK by ICICI Bank UK PLC.

Over 0.85 million UK residents visit India from the UK, spending close to a billion dollars, excluding flight costs and this number is growing year on year. (Source: ONS Travel Trends 2010)

The Card comes with the added advantage of providing the traveller with the equivalent of Indian Rupees, which are unavailable for purchase in the UK, prior to reaching India. This means that they will have Indian Rupees available the moment they touch down in India to withdraw cash or spend on the Card.

It also offers competitive exchange rates at both the initial load and re-load stages up to a maximum of INR 50,000 at any time using a nominated UK bank account and free cash withdrawals from over 8000 ICICI Bank ATMs across India.

The card can also be used to shop, spend and withdraw money securely while travelling in India. It gives the traveller better control of expenditure with free email alerts on transactions and account balances, as well as offers at selected food, entertainment, travel and retail outlets.

Suvek Nambiar, MD & CEO, ICICI Bank UK PLC said, "We are delighted to have launched the **ICICI Bank Indian Rupee Travel Card in the UK**, and see this new service as a great way to expand our offering to our customers. By ordering a pre-paid card, customers can safeguard their money, monitor their expenses and save on credit or debit card charges that normally apply on transactions made overseas".

Travelers can apply for this card at any of ICICI Bank UK PLC's 11 branches.

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