Press Release

Unity Bank & BharatPe Partner to Launch India's First EMI-Driven Credit Card, Aims to Redefine the Way Indian Consumers Experience Payments and Credit

- India's first credit card that allows customers to either pay in full or seamlessly convert spends into easy, affordable EMIs
- Unlimited 2% rewards (Zillion Coins) on all spends upon EMI conversion – no capping, no exclusions
- Truly lifetime free – zero joining fee, zero annual fee, zero processing fee, zero foreclosure charges
- Powered by RuPay, the credit card can be linked to UPI for payments across millions of merchants nationwide

Mumbai, 28th August, 2025 - BharatPe, India's leading financial services and UPI payments company, today announced the launch of Unity Bank BharatPe Credit Card, in partnership with Unity Small Finance Bank (Unity Bank).

The Card brings industry-first features designed to make everyday payments including groceries, bill payments, travel, utilities, insurance premiums, and lifestyle spends, both online & offline, smarter and more rewarding. Offered on National Payments Corporation of India (NPCI) RuPay network, the card can be seamlessly linked to UPI, enabling secure and convenient payments across millions of merchants in India.

With a zero-fee structure, the card does away with all hidden costs. There are no joining charges, annual fees, processing charges, or foreclosure penalties. Customers also enjoy the flexibility to prepay their EMIs anytime without penalties, making credit access transparent and stress-free.

The card offers flexible EMI options of up to 12 months, helping customers manage big-ticket purchases with ease. What truly sets it apart is its unlimited flat 2% rewards

(Zillion Coins) on every transaction upon EMI conversion, across all merchant categories and platforms, without restrictions. Zillion Coins can be redeemed via the BharatPe app for brand vouchers, products, or even to pay credit card bills. Additional lifestyle benefits include complimentary domestic and international lounge access and preventive health check-ups.

Kohinoor Biswas, Head – Consumer Business at BharatPe, said, "Our focus has always been to make access to credit simple, transparent, and inclusive. With the Unity Bank BharatPe Credit Card, customers get a truly lifetime free card with no hidden charges. Moreover, linking of RuPay Credit Card with UPI opens a multitude of convenient payment options for cardholders.The auto-EMI feature further empowers customers to manage their cash flows responsibly, helping them avoid revolving credit traps and high interest rates, typical of traditional cards. This launch reinforces our commitment to deliver accessible, innovative, and value-driven financial solutions for Indian consumers."

Aditya Harkauli, Chief Business Officer - Digital Banking, Unity Bank, added, "Saying that balancing present & future financial flows is a daily challenge for many, is a truism. The Unity Bank BharatPe Credit Card aims to address this consumer need, by combining instant payments, meaningful credit limits, flexible 'pay-as-you-use' options and generous rewards — all on a single, digitally delivered, lifetime free card. Shaped by consumer and market insights & reflective of our endeavour to create functionally useful differentiation, this first of its kind credit card offers both, salaried & self- employed individuals, practical and transparent payment & credit choices."

How to Apply for the Unity Bank BharatPe Credit Card in six easy steps?

- Download the BharatPe App
- Onboarding: Enter your phone number and PAN to start.
- Complete KYC: Finish your eKYC and VKYC.
- Eligibility Check: Your credit limit will be assigned based on the test results.
- Activate Your Card: Set your billing date and your card PIN.
- Start Using: Your Unity Bank BharatPe Credit Card will be ready for transactions once activated.

About Unity Small Finance Bank Limited

Unity Small Finance Bank Limited is a Scheduled Commercial Bank, promoted by Centrum Financial Services Ltd. (Subsidiary of BSE & NSE listed – Centrum Capital Ltd.) with Resilient Innovations Pvt Ltd as a joint investor. Driven by its mission to have the highest standards of Corporate Governance, Unity Bank has in place a strong Board comprising of industry veterans. It offers services across Consumer Banking, Business Banking, Inclusive Banking, Digital Banking, SME & Transaction Banking and Treasury Services. The Bank endeavors to offer comprehensive banking services, along with ease of accessibility, reach and speed, using a combination of advanced technology and expert banking services for a superior customer experience.

About BharatPe:

BharatPe (brand name of Resilient Innovations Pvt Ltd) was founded in 2018 to make financial inclusion a reality for Indian merchants. In 2018, it launched India's first UPI interoperable QR code, the first zero MDR payment acceptance service. In 2020, post-Covid, BharatPe also launched a card acceptance terminal – BharatPe Swipe. Currently, with a registered network of **over 2.5 million merchants across 450+ cities**, the company is one of the leading players in UPI offline transactions, processing **500 million+ UPI transactions per month**. BharatPe processes payments of a **monthly Transaction Processed Value of ₹12,000 crores**. BharatPe Money (brand name of Resilient Digi Services Private Limited), a BharatPe Group Company, has already facilitated the disbursement of loans of **over US$ 2 billion**, in partnership with NBFCs. Recently, the company also ventured into secured loans with the launch of two-wheeler loans, loans against mutual funds, home loans, and loan against property. **BharatPe's POS business processes payments of over ₹27,000 crores annually on its 125,000+ machines.** BharatPe has raised over **US$ 583 million in equity to date**. The company's list of marquee investors includes **Peak XV Partners (formerly known as Sequoia Capital India), Ribbit Capital, Insight Partners, Amplo, Beenext, Coatue Management, Dragoneer Investment Group, Steadfast Capital, Steadview Capital, and Tiger Global**. In June 2021, the company announced the acquisition of PAYBACK India (rebranded to Zillion), the country's largest multi-brand loyalty program company with 100 million+ members. In October 2021, the consortium of Centrum

Financial Services Limited (Centrum) and BharatPe was issued a Small Finance Bank (SFB) license by the Reserve Bank of India (RBI). BharatPe also entered the consumer fintech segment with the launch of postpe in October 2021. In January 2023, Resilient Payments Pvt Ltd, a BharatPe Group Company, received an in-principle nod from the Reserve Bank of India (RBI) to operate as an online payment aggregator. In April 2023, BharatPe acquired a controlling stake in Trillionloans, a renowned NBFC (Non-Banking Financial Company) registered with RBI. In August 2024, the company rebranded the postpe app to BharatPe and ventured into the consumer payments space with the launch of its UPI TPAP. For more details, please visit www.bharatpe.com.

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