



Say Hello to **PIXEL**

India's first and truly next-gen card
for digital natives

zeta |  **HDFC BANK**

Delivering **Customer Excellence**

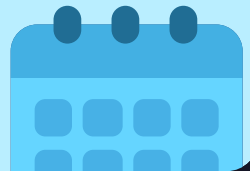
Choice of **Card Design**

Freedom to design the Pixel card to match their personal style



Choice of **Billing Date**

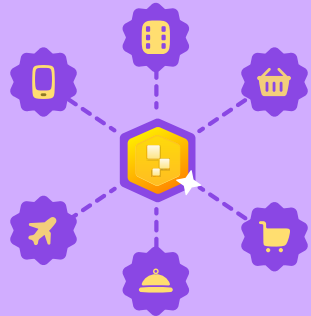
Selection of billing dates to offer better financial control



Choice of **Rewards**

Unlimited flexibility to choose merchants and categories of rewards

5%, 3%, 1% configurations



Choice of **Networks**



Seamless **Onboarding**

An intuitive and completely digital experience from start to finish



Details



DIY



Your Pixel Card



Boosting

Card Program Metrics

Reduced ↓

Cost of Acquisition

- ◆ 100% digital, self-onboarding
- ◆ Integration tools for co-brand partners and digital distributors



Lowered ↓

Collection Costs

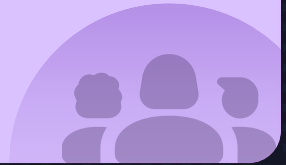
- ◆ Flexible digital repayment options
- ◆ Structured debt collection via multi-tiered digital outreach



Targeted 🎯

Customer Segmentation

- ◆ Market-leading flexibility to serve diverse customer segments
- ◆ Personalizable rewards & offers to drive share of wallet



Improved ↑

Pricing and Retention

- ◆ Targeted offer engines to maximize spend
- ◆ Dynamic pricing structure to maximize lifetime value



Low-Touch 📦

Service Efficiency

- ◆ End-to-end self-service options for card management via app
- ◆ Seamless cross-channel customer communications





Trusted by Issuers

Loved by Cardholders

“

Pixel is very convenient. Since the card controls are within Payzapp, it is super easy to manage and the user interface is too good. I'm addicted to Pixel and I've stopped using other cards.

- Prasanna R S, Hampi

“

If I were to rate the card on the features and experience, it is a sure 5/5!

- Satyendra Kumar Sah, Patna

“

The process, payments and everything is super fast with this card. It is a great card for youngsters; very convenient and it's super easy to get the card approved!

- Krishnanjan Saha, Krishnanagar

“Along with valued partners like Zeta, HDFC bank aims to be #1 in retail payments”



Parag Rao

Country Head - Payments Business,
Consumer Finance, Digital Banking & Marketing

HDFC BANK

Contact Us

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