AU Small Finance Bank Limited
Head Office - CP3-232, Industrial Area, Apparel Park, Jagatpura, Jaipur, Rajasthan, 302022
Corporate Office - 5th Floor, E-Wing, Kanakia Zillion, LBS road, Kurla West, Mumbai, Maharashtra, 400070
Website – www.au.bank.in

AU Small Finance Bank Credit Cardholders can get ₹10,000 off on iPhone 17 Pro and Pro Max at Croma, and up to ₹7,500 off at Vijay Sales

Festive iPhone 17 offers for all AU Credit Cardholders include discounts with full-swipe and EMI options at Croma and full-swipe payments at Vijay Sales, subject to applicable terms and conditions.

Mumbai, November 5th, 2026: AU Small Finance Bank (AU SFB), India's largest Small Finance Bank, is offering its credit card customers special festive benefits on the **iPhone 17 series**. In partnership with leading consumer electronics retailers **Croma** and **Vijay Sales**, AU Credit Cardholders can avail **instant discounts of up to ₹10,000**, along with EMI options.

Diwali is one of India's biggest shopping periods, with consumers often choosing the festive season to upgrade to premium products. Through these partnerships, AU SFB aims to **bring greater value and convenience to customers making high-value purchases.**

Exclusive Offers on AU Credit Cards

Croma	Vijay Sales

AU Credit Cardholders can avail instant discounts of up to ₹10,000 on select iPhone 17 Pro and iPhone 17 Pro Max models through the following payment options:
 	
• **Full-swipe transactions:** Flat ₹4,000 discount on iPhone 17 Pro and iPhone 17 Pro Max.
• **EMI transactions:** 5% discount, up to ₹10,000.
• The offer is applicable on the following storage variants:
  ○ **iPhone 17 Pro:** 256GB, 512GB and 1TB.
  ○ **iPhone 17 Pro Max:** 256GB, 1TB and 2TB.
• Offers are available at Croma stores nationwide and on croma.com
• Offer valid until December 31, 2026
 	
For detail T&C visit : Croma Special | Card Offers, Discounts and Deals - AU Small Finance Bank
	AU Credit Cardholders can avail discounts of up to ₹7,500 on iPhone 17 series across all models and variants purchases at Vijay Sales stores nationwide and its website, subject to the following transaction slabs:
	
	• 7.5% discount up to ₹1,000 on purchases between ₹15,000 and ₹49,999.99.
	• Flat ₹2,000 discount on purchases between ₹50,000 and ₹99,999.99.
	• Flat ₹5,000 discount on purchases between ₹1,00,000 and ₹1,99,999.99.
	• Flat ₹7,500 discount on purchases of ₹2,00,000 and above.
	• Valid on all AU Credit Card full-swipe transactions
	• Offer valid until November 15, 2026
	
	For detail T&C visit : Vijay Sales Special - Card Offers, Discounts and Deals - AU Small Finance Bank

As customers increasingly seek greater value from their lifestyle spending, AU SFB continues to strengthen its credit card proposition through relevant partnerships and benefits across shopping, travel, dining and everyday spends.

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About AU Small Finance Bank

AU Small Finance Bank Limited (AU SFB) is a Scheduled Commercial Bank and has established itself as India's largest Small Finance Bank since commencing its banking operations in April 2017. Founded in 1996 by Mr. Sanjay Agarwal, a first-generation entrepreneur, the Bank has received an *in-principle* approval from the Reserve Bank of India (RBI) to transition into a Universal Bank. AU SFB's wide network of over 3,100 banking touchpoints across 21 States and 4 Union Territories enables service to more than 1.28 crore customers, powered by a workforce of ~61K employees. As on 30th September 2026, the Bank had a deposit base of ₹1,70,460 cr, gross loan portfolio of ₹1,53,769 cr and a total assets size of ₹2,11,804 cr. AU SFB is listed on NSE and BSE. AU SFB's fixed deposits are rated AA+/Stable by CRISIL Ratings.

For more details, visit: www.au.bank.in | LinkedIn | Facebook | X | Instagram

For Media Inquiries, please contact:

AU Small Finance Bank | Ankit Happy | ankit.happy@aubank.in

Adfactors PR | Suhanee Shah | suhanee.shah@adfactorspr.com