



For Immediate Release

## CheQ and AU Small Finance Bank launch India's First Co-branded LED Credit Card



- *A first-of-its-kind credit card combining LED-powered payments with a single, powerful rewards ecosystem across everyday spends.*
- *The card features an embedded LED that lights up during tap-to-pay, offering instant visual confirmation powered by the POS terminal's NFC field*
- *Designed for new age customers who expect a seamless onboarding and payments experience.*
- *Applications begin on the CheQ app from 28th April, 2026*

**Mumbai, April 15, 2026:** CheQ, India's leading credit management platform, today announced the launch of the **CheQ AU Credit Card** in partnership with AU Small Finance Bank (AU SFB), India's largest Small Finance Bank. This first-of-its-kind co-branded credit card aims to simplify payments, maximise rewards, and bring together credit experiences aligned with the evolving spending habits of India. The launch marks CheQ's entry into the credit card issuance ecosystem, expanding its evolution from a credit card bill payment platform to card issuance and rewards-driven commerce.

Built on insights from over 15 million credit cards and 4 million users, the CheQ AU Credit Card addresses key gaps in today's credit experience, where rewards are fragmented, redemption is complex, and traditional cards have not evolved in step with changing consumer behaviour.

**The CheQ AU Credit Card is India's first co-branded credit card to feature an LED-powered tap interaction.** With every tap, the card lights up through an embedded LED, offering instant



visual confirmation powered by the POS terminal's NFC field - without requiring any battery. This creates a simple yet intuitive feedback moment at checkout, making payments more visible, modern, and engaging.

*"For something people use every day, credit cards have remained largely unchanged," said **Aditya Soni, Founder and CEO, CheQ.** "That's exactly what we set out to challenge at CheQ by staying deeply focused on real user problems and behaviours. This card is a natural extension of that thinking, built on years of insight and brought to life with AU Small Finance Bank. The LED is a small but deliberate shift to make the experience more visible and intuitive, but behind it is a system designed for how people actually spend today, with rewards that are simple and genuinely usable."*

**Sanjay Agarwal, Founder, MD & CEO, AU Small Finance Bank,** said, "AU SFB's partnership with CheQ marks a significant step in advancing our customer-first banking philosophy through meaningful innovation. With this LED credit card, we are introducing a product that engages new-age, high credit-worthy customers with a differentiated value proposition - setting new benchmarks in innovation, smart rewards, and design. As AU continues to expand its nationwide footprint and serve customers across diverse geographies, our focus remains on building a bank of choice for a digitally confident India by delivering world-class financial solutions that are accessible, relevant, and future-ready."

### **Real rewards, one ecosystem**

Beyond innovation, the CheQ AU Credit Card is focused on delivering tangible customer value. All rewards are brought together into a single, unified system within the CheQ app, eliminating complexity and fragmentation. Customers earn:

- **12% rewards** on Apple products powered by Unicorn (online & in-store), Amazon, Flipkart, Zomato, BigBasket, CheQ Travel, and bill payments via CheQ
- **5% rewards** on everyday spends such as food delivery, online shopping, quick commerce, and travel
- **2.5% rewards** on CheQ UPI spends via the RuPay card
- **1% rewards** on all other spends

All rewards accrue as **CheQ Points** - a single rewards currency that can be seamlessly redeemed across the CheQ ecosystem.

Cardholders can redeem points for gift cards across 40 leading Indian brands, or directly on CheQ Travel, an integrated travel platform available exclusively for CheQ AU Credit Card holders, enabling seamless flight and hotel bookings within the app. Rewards can also be used against credit card and utility bill payments. With instant redemption at checkout and a lowest price guarantee, CheQ Travel converts everyday spending into meaningful travel experiences.

### **One card, every experience**

The CheQ AU Credit Card offers two variants of the card to all customers that work seamlessly across use cases by integrating:



- Visa for global acceptance and online transactions
- RuPay to power UPI and everyday spending needs

Whether it's scanning a QR code, shopping online, or planning your next trip, one card powers every experience.

Applications for the CheQ AU Credit Card will open on the CheQ app from 28 April 2026. The card carries an annual fee of ₹499, which is reversible on annual spends of ₹3 lakh. Cardholders will also receive a welcome benefit worth ₹695 in the form of an EazyDiner membership.

An additional one-time fee of ₹999 applies for the LED version of the card, which is waived until 31 May 2026 for CheQ customers.

### **About CheQ**

CheQ is India's leading credit management platform, founded in 2022 by Aditya Soni with a mission to simplify and democratise credit. What began as a credit card bill-payment platform has evolved into a full-stack credit ecosystem serving over 4 million users. Today, CheQ enables credit card management and bill payments, loan products, wallet services, CheQ Travel bookings, and AI-powered credit insights through Wisor.

Building on this foundation, CheQ has introduced the CheQ AU Credit Card, bringing rewards, payments, and credit into one seamless experience. The journey continues with CheQ UPI (coming soon), extending credit to everyday transactions and making even the smallest payments more rewarding. With over 15 million credit cards registered, CheQ offers one of the deepest views into how India uses credit today. For more information log on to [CheQ - India's most rewarding credit card bill payment app!](#)

### **About AU Small Finance Bank**

AU Small Finance Bank Limited (AU SFB) is a Scheduled Commercial Bank and India's largest Small Finance Bank since commencing banking operations in April 2017. Founded in 1996 by Mr. Sanjay Agarwal, a first-generation entrepreneur, AU enters its 30th year of operations with a strong legacy of customer-centric service, guided by its core "Dharma". Over three decades—including more than eight years as a bank—AU has built a sustainable and inclusive financial institution, empowering underserved and under-reached communities through a robust retail-banking model. AU SFB has received *in-principle* approval from the Reserve Bank of India (RBI) to transition into a Universal Bank.

The Bank offers a comprehensive suite of banking products and services across deposits, loans, credit cards, payments, insurance, and investments, supported by strong digital capabilities including the AU 0101 app, 24x7 video banking, WhatsApp Banking, chatbots, UPI QRs, merchant lending, and end-to-end digital journeys. AU SFB's network of 2,726+ banking touchpoints across 21 States and 4 Union Territories serves more than 1.25 crore customers, powered by 59,800+ employees.

[AU Small Finance Bank | Personal, Business, Corporate, and NRI Banking](#)



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