

ICICI BANK CUSTOMER EDUCATION SERIES

TIMES BUSINESS ASSOCIATE COMMUNICATION

Did You Know?

You are actually losing interest on your money if you withdraw it to store with you while travelling or shopping. Every minute counts – switch to using a debit card immediately!



Owning a debit card is like carrying your bank account in your pocket 24/7, using the networks of VISA, MasterCard and ATMs.

The Debit Card Vs. The ATM Card – Advantages

What advantages will you enjoy if you choose to use a debit card instead of an ATM card?

Feature	Debit Card	ATM Card
Usage	A debit card can be used not only for transactions across all banks and ATMs but also for making payment at merchant establishments that accept card payments.	An ATM card can be used only at ATMs of select banks for cash withdrawal and other transactions pertaining to your account but not for making payment at merchant establishments.
Reach	Debit Cards are widely accepted globally through the VISA/MasterCard network and across all banks' ATM networks. In India there are more than 7,70,000 merchant establishments that accept debit cards.	ATM cards can be used at select banks' ATM networks for cash withdrawal.
Convenience	With a debit card, you can travel with minimum cash in your wallet because the widespread acceptance of the debit card makes carrying a debit card as good as carrying cash.	An ATM card is not accepted at merchant establishments; hence its coverage is restricted.
Online Facilities	Many banks have enabled their debit cards for online transactions like train/air-ticket booking, online shopping, etc.	With the ATM Card, you can only withdraw cash from ATMs.



SMS CONTEST

Question: A debit card is more useful than an ATM card because _____.

- Answer: A. it can be used at ATMs
 B. it can be used to make payment at merchant establishments
 C. it has a higher cash-withdrawal limit than an ATM card

To answer, SMS DISHA A, B or C to 53030 and win a 2N 3D holiday.*
 Contest open for the day of publication.
 *Terms and conditions apply.
 Visit www.dishafc.org for details.

We welcome your questions, suggestions and feedback on this column. Please use the 'Email Us' link at www.icicibank.com or send us an SMS to 53030. Please include your full name, address and phone number. Your comments may be edited for clarity and space.