



Dear Customer,

Log in

Update on Reward Multiplier

Thank you for your continued relationship with us.

We are writing to share an important update regarding the [Reward Multiplier](#) program, where Card Members can earn 5X* Membership Rewards® points on shopping and travel with select brands, as well as on purchases made through the e-Voucher platform, [ShopWise](#).

What’s Changing

Effective 30 September 2026, the Reward Multiplier program will be discontinued. While accelerated Membership Rewards® points on purchases made with select brands will no longer be available, Card Members can continue to earn 5X* Membership Rewards® points on eligible purchases through **ShopWise, an independent platform offering e-vouchers from 200+ brands across shopping, dining, and travel.**

No Change to the Membership Rewards® points earn rate or value.

- Card Members will continue to earn points on all eligible* purchases at the regular earn rate.
- Card Members will continue to enjoy Membership Rewards® points that never expire, provided the Card Account remains active and in good standing.
- Card Members can continue to earn accelerated Membership Rewards® points on Air India via [RewardXcelerator](#).

Membership Rewards® points earned on eligible purchases up to 29 September 2026 11:59 PM will be credited to Card Members’ account as per the terms and conditions of the Reward Multiplier program.

In case of any queries, please contact the Program Administrator Servicing helpline at 1800-4191177 / 0124-6702177, available from 8:30 AM to 7:00 PM, Monday to Friday or reach out to your Relationship Manager.

Thank you for your continued trust in American Express.

Warm regards,
American Express Banking Corp., India

[*Terms and Conditions Apply.](#)



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As per 2015, 2016, 2017, 2018, 2019, 2020, 2022, 2023, 2024, 2025 and 2026 Brand Trust Report in India by TRA Research (A Comniscient Group Company)

Privacy

Contact Us

Update Email

Important Information

- To view Membership Rewards® Terms & Conditions, please click [here](#).
- To view Reward Multiplier Terms & Conditions, please click [here](#).
- To view Shopwise Terms & Conditions, please click [here](#).
- Enrolment is subject to the company’s authorisation.
- Please disregard this servicing email if you are not enroled in the Membership Rewards®.

You are receiving this email because you are an American Express® customer.
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DLF City Phase II, Gurgaon - 122002, Haryana.