



Press Release

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NPCI declares Rs 54.90 crore worth of prize money to over 3.42 lakh winners for NITI Aayog's Lucky Draw Schemes

Mumbai: National Payments Corporation of India (NPCI), the umbrella organisation for all retail payment systems in the country is pleased to declare Rs. 54.90 crore worth of prize money to over 3.42 lakh winners for NITI Aayog's Lucky Draw Schemes for consumers and merchants.

The two schemes are - Lucky Grahak Yojna (LGY) and Digi-Dhan Vyapar Yojna (DVY). They were launched on December 25, 2016 and shall remain open till April 14, 2017. Schemes are aimed at incentivising both consumers and merchants to promote digital payments. There are 15,000 daily winners qualifying for total prize money of Rs. 1.5 crore. In addition to this there are over 14,000 weekly winners qualifying for total prize money of over Rs. 8.3 crore every week.

There has been a positive response among people from various age groups and occupations to adopt digital payments.

- Maharashtra, Andhra Pradesh, Tamil Nadu, Uttar Pradesh and Karnataka emerged as the top five states with maximum number of winners.
- Active participation was seen among females and males across regions.
- Majority of the winners were in the age group of 21 to 30 years. There were also a good number of winners who are above 50 years.

Customers and merchants using RuPay Card, BHIM / UPI (Bharat Interface for Money / Unified Payments Interface), USSD based *99# service and Aadhaar Enabled Payment Service (AePS) are eligible for winning daily and weekly lucky draw prizes.

NPCI is also working with the government to organise Digi Dhan Melas at 110 locations till April 14, 2017 by demonstrating the above mentioned products to promote digital payment. This will help to inculcate digital payments as a habit amongst the masses.

Key highlights:

- All transactions done by consumers and merchants from November 9, 2016 till April 14, 2017 will be eligible for winning prize under the scheme.
- All such transactions irrespective of the fact whether it has won daily / weekly prize, will be eligible for Mega Draw to be conducted on April 14, 2017.
- There are three mega prizes for consumers worth Rs. 1 crore, Rs 50 lakh and Rs 25 lakh. For merchants too there would be three mega prizes worth Rs. 50 lakh, Rs. 25 lakh and Rs. 12 lakh.
- The draw of winners are presented at different centres on each day by the senior officials of NPCI in the presence of senior minister from GOI, representatives of NITI Aayog and general public.
- Schemes have total outlay of Rs. 340 crore of which - Rs. 300 crores would be spent on consumers and merchants while the remaining Rs. 40 crore on awareness and publicity. Total winners under the scheme are expected to be over 18.75 lakh.

About RuPay Card: RuPay is India's domestic card payment network which provides an alternative to international card schemes. Currently there are over 325 million RuPay cards issued by ~ 700 banks in India.

About BHIM / UPI: Bharat Interface for Money (BHIM) / Unified Payments Interface (UPI) is a smart mobile phone based app which allows simple, easy and quick payment transactions. One can easily make direct bank to bank payments instantly and collect money using Mobile number or Payment address. It is a unique payment solution which empowers an individual with immediate send and collect request. It uses an email like Virtual Payment Address (VPA)/ Mobile Number@upi /Account number & IFSC Code as payment identifier for sending and collecting money instantly.

About AePS: Aadhaar Enabled Payment System (AePS) is a bank-led biometric solution that allows an account holder to carry out banking transactions using Aadhaar authentication.

About *99#: This is a feature phone based mobile banking solution. *99# works on a USSD platform which does not require internet connectivity for financial and non-financial transactions. *99# is supported by all GSM Mobile Network operators.

About NPCI

National Payments Corporation of India (NPCI) was set up in 2009 as the central infrastructure for various retail payment systems in India and was envisaged by the Reserve Bank of India (RBI) as the payment utility in the country.

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