

NPCI/e-RUPI/OC No.01 /2021-2022

27<sup>th</sup> September, 2021

To,  
All Members and Participants

**Subject: Enablement of e-RUPI services**

e-RUPI was launched on 2<sup>nd</sup> August 2021 by Hon'ble Prime Minister of India, Shri Narendra Modi with an intent to include consumer on Digital India Platform who may not be enabled on digital payments service.

One-time use e-RUPI as introduced herein shall enable services such as Covid-19 vaccine, donations and gift vouchers, etc. and can be extended to other services including that of one-time benefits. e-RUPI has an immediate utility in the form of healthcare vouchers to work as a payment mechanism to support the Covid-19 vaccination drive.

e-RUPI may be issued in two core categories i.e. Person-to-Person (P2P) and Business to Consumer (B2C). The circular outlines the scope and rules only for the B2C vouchers.

The end to end transaction involves below entities:

- a. **Issuer Bank (Issuer):** Bank who shall initiates request to create e-RUPI.
- b. **Sponsor** shall be Corporate, State and Union Government department, business customer of the bank who shall request bank for creation of e-RUPIs.
- c. **e-RUPI Beneficiary** shall be the person for whom the e-RUPI is issued. An e-RUPI Beneficiary may not be a bank account holder.
- d. **Designated Merchant:** These are specific voucher acceptance points where e-RUPI can be redeemed/used.
- e. **Acquiring Bank (Acquirer):** Bank who shall be providing facility/capability to the designated merchants to accept the e-RUPI (String/QR) for redemption.

**A. Eligibility and Conditions:**

1. e-RUPI can be issued only by banks, authorized by RBI, to issue Prepaid Payment Instruments (PPI) and who are participating as Payment Service Providers (PSP) in the UPI ecosystem (referred hereunder as the "Issuer").

2. Business, Corporate, State and Union Government department etc. can be the account holder (the “**Sponsor**”) for issuance of e-RUPI.
3. Only a full KYC compliant account holders (the **Sponsor**) can request for creation of such e-RUPIs from their respective accounts.
4. Maximum limit of each e-RUPI shall not exceed INR 10,000 or as defined by regulator.
5. e-RUPI once issued, shall not be transferrable. The feasibility of e-RUPI transferability from technical, operational and regulatory stand point may be evaluated at later stage.
6. The Issuer shall ensure that the e-RUPI is for One-Time use only and non-reloadable in nature. The Issuer shall also host voucher management system, which should have the ability to validate the voucher parameter and able to block duplicate requests etc.
7. e-RUPI shall be permitted to be redeemed only for the purchase of goods and services from designated merchant bearing valid **Merchant Category Code (MCC)**, as may be defined by the Issuer at the time of issuance of e-RUPI.
8. e-RUPI shall not be permitted for cash out or cash back.
9. The features of e-RUPI shall be clearly communicated to the beneficiary (the “**e-RUPI Beneficiary**”) only by digital mode at the time distribution of such e-RUPI. **The Issuer** and /or **Sponsor** may decide the process for distribution of e-RUPIs through digital mode only.

#### **B. e-RUPI Issuance:**

An Issuer shall ensure to follow below broad guidelines at the time of issuance of e-RUPI:

1. e-RUPI transactions shall have Purpose Code as 19 for Private Corporate voucher and 18 for Government voucher, as an identifier.
2. MCC for redemption of the e-RUPI shall be specified at the time of issuance. The Issuer shall use MCC # 8493 specifically for Covid-19 related healthcare services such as vaccination, medical test etc. For other use cases, Issuer shall ensure redemption of e-RUPI for appropriate MCCs as applicable.
3. Up to 10, e-RUPI can be issued on single mobile number for Covid-19 & related health care services. However, the requirement of issuing multiple e-RUPI on single mobile number shall be configurable as per the scheme requirements.
4. e-RUPI shall have defined validity as per the use case. This validity shall not be permitted beyond one year from the date of issuance. Validity for e-RUPIs Issued for Covid-19 Vaccination and related health care services purpose shall be 31<sup>st</sup> March 2022. The Issuer/Sponsor cannot have an option to change the validity date for Covid-19 Vaccination and related health care services purpose.

5. e-RUPI shall be shared with the e-RUPI Beneficiary only in digital format i.e. QR code or SMS String (no print / paper format permitted).
6. Issuer/Sponsor shall also ensure to communicate terms & conditions including expiry, redemption process etc., digitally, to the E-RUPI Beneficiary.
7. Issuer shall ensure validation of MCC, amount, expiry date, duplicate requests, purpose code etc. at the time of redemption.
8. Issuer shall be responsible for the voucher reconciliation process with regular MIS and reporting to the Sponsor. Unused amount or upon expiry of e-RUPI, the Issuer shall credit back the Sponsor's account within T+3 days (where T is date of expiry of the e-RUPI).
9. The issuer and the sponsor shall support dispute handling/customer grievance redressal mechanisms for a Beneficiary.
10. Upon receiving the validation ID (mobile number or other ID's as permitted from the Sponsor), the same shall be used by the Issuer for the e-RUPI creation. For the purpose of Covid-19 related healthcare services, Issuer shall mandatorily use mobile number as validation ID for creation of e-RUPI.
11. Issuer shall ensure proper handling cancellation/surrender process of e-RUPI between e-RUPI Beneficiary and Sponsor. Sponsor shall inform Issuer about cancellation/surrender of e-RUPI to be updated in Issuer's system. Issuer shall in turn ensure to decline redemption request on such e-RUPIs.

### **C. e-RUPI Redemption**

e-RUPI can be redeemed at a merchant location ("**Merchant**") which can be acquired to accept an e-RUPI by an acquiring bank (referred to as the "**Acquiring Bank**").

Acquiring Bank shall ensure to follow below broad guidelines for the acceptance of e-RUPI: -

1. A e-RUPI Beneficiary can redeem the e-RUPI at any Merchant location falling under the merchant category as may be defined at the time of issuance of such voucher.
2. Once a redemption request is received, the Acquiring Bank shall check for the correct Merchant Category Code (MCC) and purpose code. Acquiring Bank shall use MCC # 8493 for Covid-19 related healthcare services such as vaccination, medical test etc.
3. Acquiring Bank shall provide app or capability to merchant to scan the e-RUPI or SMS string as displayed by Beneficiary.

4. The facility to redeem e-RUPI shall be provided only to qualified Merchants as defined for the scheme by the Acquiring Bank.
5. At the time of redemption, the Acquiring Bank shall initiate the request to NPCI system.
6. Acquiring Bank shall ensure that the e-RUPI Beneficiary must be validated by an appropriate ID Validation process at the time of redemption to ensure that the e-RUPI is not misused.
7. On receiving the success response from NPCI, the Acquiring Bank shall validate the Beneficiary by means of validating the mobile number using Verification Code or other possible offline method as may be prescribed by NPCI. For the purpose of Covid-19 related healthcare services, Acquiring Bank shall mandatorily use Verification Code for e-RUPI Beneficiary validation.
8. Acquiring Bank shall ensure that service shall be provided happen only after the e-RUPI has been successfully authorized by Issuer.
9. Acquiring Bank shall be responsible for the reconciliation and settlement process with the Merchant. Bank may refer "Operational and Settlement Guidelines for e-RUPI" for more details.
10. The Issuer/Sponsor shall ensure to send SMS/email to intended e-RUPI Beneficiary on creation and redemption of e-RUPIs.

#### **D. User Awareness and Controls**

Below are the broad level controls to be followed by participating member's:

1. Awareness and communication across all possible channels shall be done by Issuer/Sponsor to ensure that e-RUPI Beneficiary is fully aware of the redemption process.
2. Issuer and Acquirer shall follow unique branding and design of e-RUPI as defined by NPCI in case of QR code as delivery and acceptance mechanism.
3. Issuer and Acquirer shall ensure to deploy adequate checks including validating the e-RUPI parameters during the validation and redemption to ensure that e-RUPI is not misused.

The applicable pricing for e-RUPI (B2C) shall be informed separately. Member banks are requested to make a note the circular for compliance and necessary actions.

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Yours Faithfully,  
Praveena Rai  
Chief Operating Officer