

NPCI/IMPS/OC No 50/2014-15

December 22nd, 2014

To,

All IMPS Members

Dear Sir/Madam,

NUUP service on Multi-Lingual Languages

NUUP (National Unified USSD Platform), a USSD based mobile banking service from NPCI, was dedicated to the nation on 28th August 2014 by Hon'ble Prime Minister. NUUP is part of the PMJDY scheme and considered to be a key enabler for financial inclusion in the country. Currently **32 banks** are live on service (**26 PSU banks, 6 private sector banks**) and 11 TSPs are providing this service as of now to their customers, excepting Bharat Sanchar Nigam Limited (BSNL).

NUUP was initially launched in English language on *99#. However, to ensure that the service is able to fulfill its objective of facilitating financial inclusion, it is important that this is made available in other major languages too.

This will ensure that NUUP reaches to last mile customer and each customer is able to use this service in the language that one is comfortable in. With this background, we wish to inform you that NPCI has launched NUUP in 10 more vernacular languages, in addition to English. The detail of the language & the code, currently made available on NUUP is available in the Annexure attached herewith. The service is offered as the multimodal option wherein customer can directly dial the specific code to access his/her preferred language. For e.g. to avail NUUP in Hindi, a customer will have to dial *99*22#.

The transaction types available in the multilingual languages are:

- Balance Enquiry
- Mini Statement
- Fund transfer using account number +IFSC

Members are advised to promote the multilingual NUUP service amongst its users so that mobile banking can eventually reach to the last mile customers.

Yours faithfully,

SD/-

Dip Asbe

Chief Operating Officer

Annexure-1

NUUP Multi-Lingual Codes:

SR.	LANGUAGE	USSD CODE
1	Hindi	*99*22#
2	Tamil	*99*23#
3	Telugu	*99*24#
4	Malayalam	*99*25#
5	Kannada	*99*26#
6	Gujarati	*99*27#
7	Marathi	*99*28#
8	Bangla	*99*29#
9	Punjabi	*99*30#
10	Oriya	*99*32#