

NPCI/IMPS/OC No. 68/2015-2016

Date: 26-02-2016

**Subject: Bank of India IMPS Promotional Campaign for March 2016**

Respected Sir/Madam,

On behalf of NPCI team, I would like to thank your bank for the continued support extended to NPCI.

IMPS was initially conceptualized as Mobile based, Person to Person (P2P) instant, 24\*7 remittance solution. However, over a period of time, it has evolved into a multi-channel, multi-dimensional instant remittance platform. IMPS system allows customers of Banks and Prepaid Issuers (PPI's) to carry out transactions through mobile, Internet Banking, Branch Banking and ATM Channels.

Bank branches are one of the most popular channels for initiating IMPS transactions. 3,863 Bank of India customers have been benefited from 1<sup>st</sup> February 2016 till 24<sup>th</sup> February 2016. In order to promote IMPS extensively for BOI customers NPCI propose below IMPS promotional campaign for the month of March 2016.

**Criteria for Bank of India Branch Banking IMPS Promotional Campaign.**

- Gift vouchers for top three Branches in each zone, closing with more than 250 IMPS transaction.
- Contest period from 1<sup>st</sup> March 2016 till 31<sup>st</sup> March 2016.
- Minimum 250 IMPS transaction required per branch through Branch Banking channel to qualify.
- Branch with highest number of transaction will be announced as Zonal winner and rewarded with Gift voucher worth Rs.1000/-
- Two runner up branches from each zone would be rewarded with Gift voucher worth Rs.500/- each.
- Gift voucher would be valid for 6 Months from the date of issue.
- Post campaign results, gift voucher will be delivered by NPCI for eligible branches within 20 working days.
- Gifting vouchers can be from Amazon/Flipkart/Bookmyshow as per the choice of Bank of India.

We request to rollout the above promotional campaign across all Bank of India branches for the month of March 2016.

Kindly acknowledge receipt

Yours Sincerely

SD/-

Rajeeth Pillai

VP & Head- Business Development & Marketing