

NPCI/IMPS/OC No. 94/2020-21

August 25, 2020

To,
 All Members of Immediate Payment Service(IMPS)

Dear Sir /Madam,

Sub: Identification of customer segments in IMPS

IMPS switching system (IMPS Bharat Switch) supports P2P, P2A and FIR based transactions. Also, IMPS is widely used across various channels as well as initiated by different types of customers like Individual, Corporate entity and Assisted/Business Correspondents (BC).

There is a need to identify and recognize transactions initiated across different customer segments, from Risk management perspective and/ or to extend any enhanced features to targeted customer base in future.

With this purpose, we have therefore assigned the following MCCs for specified business purposes;

DE-18	Description	Purpose / Use Case
4814	Financial institutions providing mobile banking service and transaction initiated from Branch.	Retail user initiating from Branch
4829	Transaction initiated from Internet channel	Retail user initiating from Internet Channel
6011	Transaction initiated through ATM Channel	Retail user initiating through ATM Channel
6012	Transaction initiated through Micro ATM Channel	Transaction initiated through Assisted/Business Correspondents(BC)
6010	Transaction initiated through POS Channel	Transaction initiated through Assisted/Business Correspondents(BC)
4512	Corporate initiated from Branch	Corporate user initiating from Branch

4513	Corporate initiated from Internet Channel	Corporate user initiating from Internet Channel
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We request members Banks to take steps towards implementation of the above for their Corporates & Partners by 30th September 2020 and confirm compliance.

Yours Sincerely,



Praveena Rai
Chief Operating Officer

Annexure I



**BMPS Online
Switching Specificat**