



# NPCi eNewsletter

(AN ISO 9001:2008 CERTIFIED COMPANY)

VOLUME 2, ISSUE VIII, NOVEMBER 2014

## From the CHAIRMAN's desk



Dear Colleagues in NPCi,

It is a matter of great satisfaction that with the efforts of all of you during the past five years that NPCi is in the centre stage of the payments ecosystem of our country. We are earning the reputation of introducing products and services enabling transactional banking and more importantly, making banking more inclusive, accessible, and affordable to a vast section of our nation's population. As our activities and businesses grow so are the challenges and dynamics in the marketplace where quality in our products and services is reckoned indispensable. Quality consciousness is an important factor not only to remain competitive, but also to sustain and stay relevant to the market.

Quality is the backbone of any customer-oriented organisation, propelling business to success. Assuring and improving the quality of the products launched, solutions delivered and services provided, on an on-going basis will be the key to NPCi's success. Our customers should be assured of defect-free and seamless functionalities in our deliverables. Enterprise wide Quality management would complement internal controls and competence, composition in data and information integrity, capability in scaling up, delivery schedules, etc. Obviously, these characteristics in our operations would call for understanding the importance, commitment, and contribution by every individual working for NPCi cutting across the ranks and not excluding our service providers and vendors. Every employee of

NPCI should be aware of our stringent quality standards that should always be reflected in our work.

"Quality" should be established as NPCi's identity, above and beyond our business objectives and operations. Accomplishing this would call for our efforts towards "Quality" sustenance and improvement in all aspects of our internal operations as well and not confining to customer interface. Quality is envisaged to be embedded in the DNA of NPCi and needs our persevering, perpetual efforts.

On that note, we established NPCi Quality Management System (NQMS) and were ISO 9001:2008 certified as the first step. Our Quality Management team is working on more initiatives to ensure attaining Operational Excellence in the enterprise, aiming to offering the best experience to the customers in the payment industry.

It is in this context that we will be celebrating World Quality Day on November 13th, 2014. As a part of our World Quality Day celebration, the Quality Management team is organising events to create awareness, acknowledge the importance, and offer opportunities to staff members to recognise their knowledge and application skills in Quality Management and improvement. I hope staff members at all ranks participate in these events so that the zeal towards quality initiatives of the internal stake holders will channel new, valuable ideas.

Going forward, I am confident that these efforts on a participative basis will immensely contribute to making our products and processes defect-free, dependable, customer oriented and the best in class in the system.

Balachandran M  
Chairman

## From the MD & CEO's desk



I am happy to share with you that NPCi has reached a major milestone of completing Cheque Truncation project during Oct. 2014. This milestone is historic in the sense that MICR clearing is now history in transaction processing system in the country. The cheque clearing volume is declining year after year and it is a question of time as to when cheque truncation system itself would be history. The month of October 2014 is therefore historic in the cheque clearing system in the country.

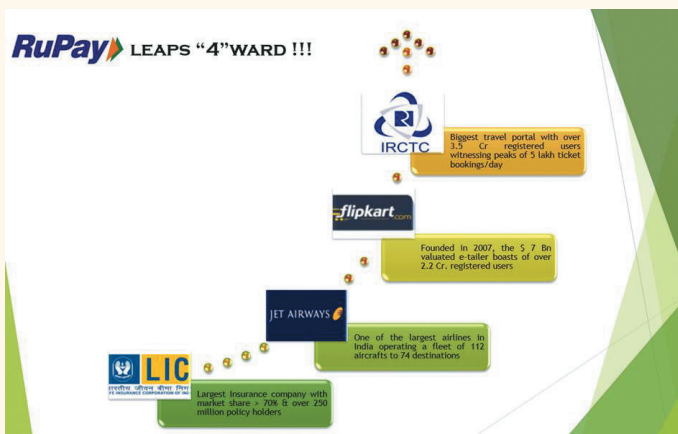
A P Hota  
MD & CEO

## 'See the Smiles' lives with God's own children



Like any 11-year old, Suraj of Sashi Mangalyam Education Society can sketch or paint an art as quickly and as likely in any competition. He also loves mobile games, dancing, kicking a football and much more. But that's not what makes him special. He is a differently-abled child and performs best in his class. And like him, there are more than 100 students, of age group ranging from as low as 5 yrs to 40yrs, are gifted with special abilities. NPCI Team spent a day with these kids to share the joy by decorating the school premises, conducting games, celebrating birthday and concluded with prize distribution ceremony. "See the Smiles"- a small CSR initiative of NPCI Switching Team- brought a meaningful difference in the lives of differently-abled kids that they would enlivened for life.

## Booking of Railway Ticket made easier through RuPay cards



RuPay e-Commerce has roped in country's largest online merchants including- IRCTC, Life Insurance Corporation (LIC), flipkart, Snapdeal, bookmyshow and Homeshop18. With this arrangement, RuPay card holders can book train tickets on irctc.co.in, make online payments for LIC premium, shop on flipkart.com & snapdeal.com & homeshop18.com and book movie tickets on bookmyshow.com. RuPay acceptance has grown to over 15,000 online merchants with having a customer base of 30 million RuPay cards that are acceptable at all ATMs and 9.8 Lakh PoS in the country. Also, the country's largest bank- State Bank of India (SBI) has started accepting RuPay cards on its payment gateway.

## Online shopping on Amazon & booking on Jet Airways through RuPay

RuPay e-Commerce is enabled on Amazon.in and Jet Airways for online transactions, providing customers one of the best experiences in the burgeoning e-Commerce space. With RuPay enabled on Amazon, the world's largest

online retailer, and Jet Airways, the country's largest airline, customers having RuPay debit cards can now shop best deals on Amazon and book air tickets on Jet Airways through RuPay debit cards as payment options.

## Gujarat State Co-op Bank launches RuPay card ATM centre

With an aim to provide every Gujarati a bank account under the PM Jan DhanYojana, the Gujarat State Co-op Bank has initiated to rope in as many as customers in the state. The bank's first ATM centre was also inaugurated at its head office in Naranpura along launching RuPay ATM & Debit card, on 14th October, 2014. The chief guest Shri Amit Shah, President-BJP, maintained his hope that prospective customers would avail the benefits of the ambitious PM JDY scheme that is set to open 7.5 crores accounts in the country by January 2015. He also hoped that looking at the sheer size and reach of co-op sector in the state, the total RuPay debit cards issued by co-op banks would be the highest in next 5 years. NPCI top team along other bankers were present at the event.



## Maharashtra State Co-operative Bank (MSCB) launches RuPay



In a major event, Maharashtra State Co-operative Bank (MSCB) has launched RuPayDebit card to encourage new customers to open accounts and get benefits available with the India's own card. The event took place on 11th October, 2014 at the bank's head office during its 103rd Foundation Day, which was launched by ShriPranodKarnad, CEO of MSCB, in the presence of bank officials and NPCI top team. With this unveiling, 39 banks have gone live on PoS and 239 banks live on RuPay ATM.

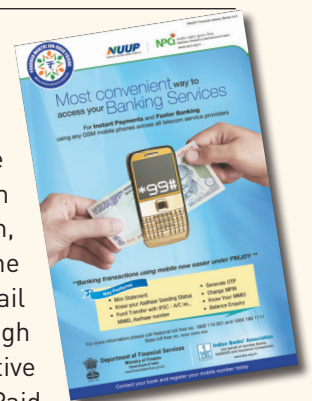
## Information Security upgrades to PCI-DSS certification to 3.0 version

Information Security Team has successfully completed the up gradation of PCI-DSS certification 3.0 version in October 2014 from the previous 2.0 version. With this, NPCI's security systems have the commitment of protecting the interest of its customers and stakeholders with uninterrupted services. In the same month, NPCI has also completed the up gradation of ISMS & certification audit for ISO 27001:2013 and two years of accomplishment of ISO 22301:2012 certification, where the surveillance audit was conducted at all NPCI offices and datacenters.

## IMPS records 6.5 Mn transactions, backed by Oxigen & GI Technology

Two individual members of IMPS – Oxigen Services (India) Pvt Ltd & GI Technology Private Ltd- have

crossed 1 million mark for approved remitter transaction supporting the total number of IMPS transactions to record the first-ever count of 6.5 million. From a commercial bank led system, IMPS has slowly emerged as the epitome of democratization of retail payment system in India, through inclusion of RRBs, Cooperative banks and non-bank PPIs (Pre-Paid Payment Issuers), in the ecosystem. The IMPS today boasts of a strong member network of 71 banks & 8 PPIs. The PPIs include both Telco-led as well as non-telco led PPIs. We are privileged to have all leading TSP-led PPIs, such as Airtel M Commerce Solution Ltd (BhartiAirtel), M-Pesa (Vodafone) and M-Rupee (Tata Teleservices) to name a few, as part of the IMPS ecosystem.



## Top Bankers at the IDRBT Excellence Award

Increase in the electronic payment transactions, harnessing the benefits of IT to reach out to the unbanked and bridge the last mile connectivity along fragmentation of banking business into several verticals were few vital points deliberated by various CEOs as key issues for the banking sector to move forward, during a panel discussion on “Banking Opportunities and Challenges for 2020.” The top management of the Indian Banking & financial

sector including RBI Governor & directors, CMDs of banks and other top bankers were present during the Tenth edition of IDRBT Banking Technology Excellence Awards held on 15th October, 2014, at Hyderabad.



## Top banking CEOs at 'Mobile & Agency Banking Roundtable'



India can further create an attractive customer value proposition for mobile financial services by better collaborating amongst market players to adopt common standards and address customer grievance redressal mechanism so as to achieve quick, efficient and cost effectiveness in providing mobile financial services to growing number of customers. When CEOs of top banks sat across, many solution-driven initiatives were discussed at an event 'Mobile & Agency Banking Roundtable', held on 17th & 18th October, 2014 at Hyderabad.

## With IMPS, Western Union & IndusInd Bank provides international money transfer

The Western Union Company and IndusInd Bank have joined hands with Immediate Payment Service to enable international money transfer service to banks across India. Customers in select countries will now be able to send 'money in minutes' directly into the recipients' bank accounts in India. This service will provide great convenience to Western Union's customers around the world and provide an instant credit confirmation to them for deposits into their recipients' accounts. Currently, customers would be able to send money in minutes to their bank accounts in ICICI Bank, Axis Bank, Punjab National Bank, Bank of Baroda, Union Bank of India, Federal Bank, Kotak Mahindra Bank, Yes Bank and IndusInd Bank, with more banks to be added soon.

## 66 Clearing houses merged into 3 Grids Cheque Truncation System

The truncation-based cheque clearing system which was being implemented by NPCI has been completed in the month of October. With this, 66 clearing houses in the country have merged into 3 on a grid approach - Western, Northern and Southern. Now there are only 3 clearing houses in the country - Mumbai, Delhi and Chennai, thus covering a wide jurisdiction. The clearing and settlement are done purely on the basis of image, instead of physical one. The remarkable development is that even the government departments have now agreed to modify their systems & procedures of audit and reconciliation purely on the basis of images, instead of physical paid cheques. CTS volume crossed 5 million transactions for the second time on 7th October, 2014. Western and Northern Grids have recorded daily peak volumes of 2.6 million and 1.4 million respectively.

## Financial Inclusion & New Premise contributions earn 'Employee of the Month' Awards



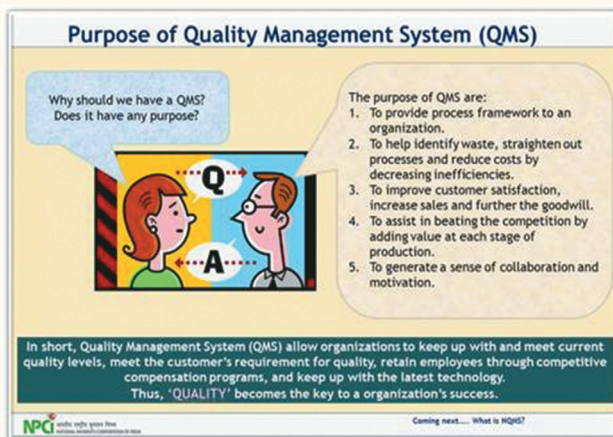
Employee of the Month



With the support of Utkal Grameena Bank, Deepak Satpathy (Financial Inclusion Team) was instrumental to open 3700 new bank accounts in Karangal Gram Panchayat, in Nuapada district of Odisha, along issuing RuPay cards first-time ever to the eligible account holders for enabling banking facilities. He is now riding high to convince the authorities of Rajasthan Government to issue RuPay cards to over 50 million

citizens in the state. NPCI management felicitates him as the Fourth 'Employee of the Month' for his contributions. Similarly, Satish Hegde (Legal Team) bagged the Fifth such award for cementing efforts in acquiring a colossal first-ever property of NPCI on ownership basis in Capital building at BKC. Hegde dealt with legal as well as administration challenges with a firm view to provide NPCI a new address.

## Quality nurtures collaboration & motivation amongst employees



In order to create awareness among teammates, Quality team has stressed upon the objectives and purposes through campaigns with showcasing the achievable output ranging from improvisation of customer identification to generating a sense of collaboration & motivation. NPCI consistently provides

best payment products & services, and emphasis is laid on identification of process improvement opportunities and implementing them to enhance the payment system. Many initiatives are regularly being taken by the Quality team for spreading process related information organization-wide.

## NACH system processes 8 Mn, adds 3 PSBs in NACH Debit

More than 7 million transactions were processed on NACH Credit system and overall 8 million transactions processed on NACH system during the month of October. 37 banks were added on ACH Credit, 13 banks on EBT, 12 banks on ACH Debit and 1 bank each on APBS and NACH Credit. Three major PSU banks - Oriental Bank of Commerce, Bank of Maharashtra and UCO Bank have joined NACH Debit system. Continuing its commitment of engaging with the banking fraternity, NACH Product Team organized a workshop on APBS for the District Central Co- operative Banks of Kerala on 30th October, 2014.

**IMPS**  
IMMEDIATE PAYMENT SERVICE  
*4<sup>th</sup> anniversary*  
22<sup>nd</sup> November 2014

we  
**Thank you**  
For helping us realise  
the dreams of a billion Indians

Thanks to your support, the futuristic banking is already a reality today.

IMPS has virtually created history in Indian banking standards. An idea to empower millions of Indians with convenient banking solutions, without the barriers of time and space, is already a reality across the nation. It has been possible only due to the unswerving trust and faith placed in us by the stakeholders, wellwishers and promoters.  
We sincerely thank you for helping us leverage an idea into a historical landmark.  
Looking forward to your continued patronage.

2010 - 11

2011 - 12

2012 - 13

2013 - 14

2014 - so far

### Your IMPS Growth Story

- 18 Banks
- 8,910 Transactions
- ₹ 3276/- Average Transaction Value

- 38 Banks
- 95,692 Transactions
- ₹ 4,383/- Average Transaction Value

- 56 Banks
- 1.2 million Transactions
- ₹ 4,202/- Average Transaction Value

- 60 Banks, 5 PPIs
- 15.2 million Transactions
- ₹ 6,837/- + Average Transaction Value

- 71 Banks, 8 PPIs
- 6.5 million + Transactions in October
- ₹ 7500/- Average Transaction Value