



eNewsletter

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FROM THE MD & CEO'S DESK

Dear Readers

NPCI has been swiftly growing in the past few months by spearheading many state-of-the-art initiatives in the payments arena. We are contributing towards digital revolution and encouraging electronic payment systems to bridge the divide between India and Bharat.

During the month of June 2015, we concluded a strategic business partnership agreement with JCB International. This tie-up between Asia's leading economies will deepen our relationship and would give us profound global recognition; our robust network will provide access to PoS and ATMs to JCB cardholders.

Our customer centric products performed well in all verticals, RuPay Platinum Debit Card was launched with premium features for Bank of Baroda and South Indian Bank customers, and we are pleased to share that RuPay card has reached 170+ Million households whereas 107 banks are now enabled on IMPS; 9 banks and 1 PPI joining this month. Our efforts were recognized for our contribution towards Financial Inclusion at 40th Skoch Summit held in Mumbai where NPCI was bestowed with an award. We conducted several sessions for banks across India to introduce them with our easy, cost effective and secure products and services. We also celebrated International Day for Family Remittances which was inaugurated by our dear Chairman Shri Balachandran M in Tirupur.

We also launched Radio campaigns for advertising RuPay and IMPS products and also Mobile registration with bank awareness campaign to create appropriate alertness among consumers, specific features and widespread acceptance of these smart payment products were showcased through this campaign and was aired on all major cities and has also been uploaded on our social media platforms.

We heartily welcome your suggestions or recommendations to enable NPCI's products and services matching the global standards.

A P Hota





NPCI and JCBI enter into a strategic partnership



NPCI has entered into a strategic partnership with JCB International and marked a key milestone in the Asian Payment ecosystem on June 29, 2015. The two major economies of Asia announced the tie-up which will enable usage of JCB card under the NPCI network. Through this partnership, the acceptance level of JCB cards in India will increase significantly and it will provide a seamless and convenient consumer experience as all the card merchants and ATMs in the country will accept JCB cards.



1.1 million card merchants and 200,000 ATMs across India will be open for JCB customers. The strategic partnership will include the issuance of RuPay/JCB international cards by NPCI member banks which will be the first-ever JCB card issued in India.

MoU signing was concluded in Mumbai among JCBI and NPCI senior officials; JCB acceptance business will be launched soon and RuPay/JCB International card issuing business later in 2016.



The agreement will initially enable JCBI cardholders to transact in all ATMs and card swipe machines in India which signifies that business travellers, tourists visiting India can use NPCI's widespread network to shop seamlessly through PoS terminals, withdraw money via ATMs and need not carry cash for their payment needs, The move is also aimed to encourage less cash transactions.

JCB has formed alliances with more than 350 leading banks and financial institutions globally to increase merchant coverage and cardmember base whereas 165+ million RuPay domestic cards are issued by 426 banks in India.





IMPS empowers Abhyudaya co-op bank, BOM and BOB's 3 RRBs.

Immediate Payment Service (IMPS) observed augmented acceptance among numerous banks in June. Abhyudaya co-op bank launched instant money transfer service on P2P, P2A Mobile channels for Remitters and beneficiaries on June 25, 2015 which also marks their foundation day; Bank of Maharashtra enabled IMPS P2A facility, making all Public Sector Banks live on the P2A platform. Also, Inward remittance facility has been enabled for Bank of Baroda sponsored three Regional Rural Banks across its 1826 branches.



NPCI inspire banks with accolades @ Gujarat Co-operative Banks Summit



Over a hundred dignitaries encouraged co-operative banks at the stimulating 'Gujarat Co-operative Banks Summit' in Gandhinagar on June 22, 2015. NPCI joined the occasion as the Payment Partner and applauded banks with NPCI All Rounder Award to the banks which are live on maximum number of NPCI's product & services and with RuPay Performer Award who have issued higher number of RuPay cards, performed higher volume of ATM & POS transactions in last 6 months. Kalupur Commercial Co-operative Bank and The Varachha Co-operative Bank won NPCI All Rounder Award under Direct and Sub Member category banks respectively whereas RuPay Performer Award was bestowed to Surat Peoples' Co-operative Bank Ltd and Ahmedabad District Central Co-operative Bank under respective Direct & Sub-Member categories.

NPCI celebrates International Day for Family Remittances @ Tirupur

First-ever 'International Family Remittance Day' was inaugurated by Shri Balachandran M, Chairman of NPCI in Tirupur district which marked a great recognition in payment ecosystem. The event was aimed to encourage usage of digitized payments among consumers and to make them familiarize with our robust and secure payment mechanisms. The enlightening affair was organized in collaboration with 'Dhan Foundation' wherein live demo of real time fund transfer IMPS service was performed and FOC remittance services were offered by 'GI Technology' at the venue. Various banks and several self-help groups participated in large numbers and were benefited with financial literacy and awareness program.



Immediate Payment Service instigated for Canara Bank's sponsored RRBs



Customers of Kerala Gramin Bank (KGB) and Pragathi Krishna Gramin Bank (PKGB), the two regional rural banks (RRBs) sponsored by Canara Bank, can now utilize the immediate payment service (IMPS – P2A platform) to make instant fund transfers using Mobile, Internet and ATMs. Canara Bank launched the service on June 10, 2015 and at present, it is offered free of cost KGB and PKGB customers. These banks have massive customer base using mobile and internet across several districts in south India. Mr P S Rawat, ED and Acting MD and CEO, Canara Bank and Mr J C Das, GM, NABARD graced the event along with Shri. Balachandran M, Chairman, NPCI and Shri A P Hota, MD & CEO, NPCI.

Enlightening sessions on FI, m-banking for banks

A National workshop on Financial Inclusion and Mobile Banking was organized by NABARD at BIRD in Lucknow on June 26-27 to leverage mobile banking platform, ICT solutions on m-banking and technology architecture etc. Working in the pursuit to fulfill easy, fast and secured form of transactions across the country; electronic transactions in far-flung financial institutions are being encouraged. In the interim, several knowledge sharing sessions were also conducted in Tirupur in June for Indian Bank, Indian Overseas Bank, Bank of Baroda, Bank of India and Canara Bank wherein RuPay, IMPS and NUUP product features were demonstrated to ensure its widespread availability and acceptance.



CTS and e-Baat

Implementation workshop of Cheque Truncation System CTS at Behrampur & Angul location Odisha was steered in full swing on June 15 and 17 to migrate Non-MICR Clearing House to CTS enabled. The migration is expected to be completed by October 31, 2015. E-baat program was also conducted at these locations to demonstrate fund transfer options through IMPS & NUUP and RuPay. Value and volume report of June are as follows

S. No	Grid	No of Instruments	Presentation Amount	Return Instruments	Return Amount	Return percentage
1	Southern Grid	2,46,15,614	19,02,70,26,66,938.67	10,06,994	93,32,25,55,052.49	4.09%
2	Western Grid	3,53,29,358	23,39,92,25,47,254.45	12,16,888	93,32,08,46,072.95	3.40%
3	Northern Grid	1,94,04,238	15,90,58,10,35,165.51	8,63,567	80,61,28,56,699.14	4.45%
Total		7,93,49,210	58,33,20,62,49,358.63	0,87,449	2,67,25,62,57,825	3.89%

Tutelage for all RRBs of Andhra Pradesh and Telengana

A series of workshops has been planned across the country; primarily for regional rural banks to present up-to-date payment opportunities and offer value added banking services to customers. The instructive model; named Sanchayan, Payments as a Business commenced on June 22 in Hyderabad to showcase forthcoming services such as Branch IMPS and RuPay EMV card along with plethora of NPCI products and services in detail. The workshop will grow pan India to influence new developments on customer acquisition, retention and other services.



Card to Card Fund Transfer for BOB customers

Digital product innovation and digitization of processes arose the opportunity of providing value added service of Card-to-Card Fund Transfer through ATM; an instant fund transfer facility using Debit Card Number of the beneficiary without requiring account number / IFSC is a simple, secured and convenient method made available to Bank of Baroda's customers to transfer funds 24 x 7.

IMPS, RuPay on Radio



Listeners of Radio Mirchi, RED FM & BIG FM across Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad were thrilled to catch their preferred payment brands IMPS and RuPay on air in June whereas numerous listeners grew curious to know more about revolutionary Indian financial services. Campaigns depicted fascinating features of the new age 24*7 money transfer IMPS service and extensively recognized RuPay Debit Card platform. Mobile number registration campaign was also aired to create awareness among consumers which highlighted the importance of bank account number linked with mobile of the holder in order to curb fraud cases. The Radio spots can be viewed on our official YouTube platform.

IMPS powered Federal Bank's 'Scan n Pay' App.

Say adios to all the hassles associated with manual payments like long queues, coin shortage, soiled notes etc. and the need for carrying cards, PoS machine faults, card frauds etc. 'Scan and Pay' app is here by Federal Bank. The in-house application developed by Federal bank was launched in Kochi by Shri A P Hota, MD & CEO, NPCI in the presence of Mr. Shyam Srinivasan MD & CEO, Federal Bank. Customers can perform payments at retail stores, restaurants, hotels, home delivery, e-commerce, bill payments or even P2P payments. It operates on MPIN (Mobile PIN) of IMPS facility and a QR (Quick Response) code. The payee/recipient will key in the transaction amount in his/her 'Scan N Pay' App and generate a dynamic QR code. The payer of the fund will scan the QR code using the Scan N Pay App installed in his/her mobile phone, feed in his/her MPIN and initiate the payment.





IMPS System scores a century

IMPS network has grown tremendously both in volume and in value in recent months and more banks are keen to provide fast lane 24*7 fund transfer service to their customers. With this, another milestone has been marked in June with total number of Member banks reaching 106. There are 71 Direct Member banks, 23 Sub-Member banks and 12 PPIs at present which further aims to enable all RRBs and Cooperatives banks in the ecosystem and digitize payment scenario. Shri Basaveshwar Sahakari Bank Niyamit, Bagalkot, Baroda Uttar Pradesh Grameen Bank, The Shirpur Peoples' Co-op Bank, Kerala Gramin Bank, Pragathi Krishna Gramin Bank, The Municipal Co-op Bank, The Abhyudaya Co-op Bank, The Gujarat State Co-op Bank, Yadagiri Lakshmi Narasimha Swamy Co-op Urban Bank and one PPI One MobiKwik Systems Pvt Ltd joined IMPS ecosystem in June.



Bank of Baroda and South Indian Bank launch RuPay Platinum Debit Card



Bank of Baroda, one of the leading public sector bank in India launched RuPay Platinum Debit Card in association with NPCI which is loaded with dynamic features and attractive offers, value added facilities to cardholders including Rs 2 lakh Insurance Cover, 5% cash back on bill payments, fuel surcharge waiver upto Rs.75 per month, cash back of Rs 25/- on train ticket booking, complimentary airport lounge access and concierge services, apart from activation offers at Cafe Coffee Day and The Mobile Store. South Indian Bank, One of the earliest banks in South India and a clientele across the world, has also launched the RuPay Platinum Debit card for their customers in June.

Personalised RuPay enabled Debit Cards for India Post customers.

Over 15 million India Post savings account holders will be empowered with personalised RuPay enabled Debit Cards in next three years, the personalized debit cards for Department of Post (DoP) will be issued on the NPCI platform and their usage would initially be on ATMs installed at DoP branches followed by usage on other ATMs with Rupay affiliation.



NPCI earns Skoch Financial Inclusion & Deepening award 2015



40th Skoch Summit held on June 11-12 in Mumbai recently appreciated the efforts of various banks and associated institutions working towards the betterment of our payment ecosystem by means of corporate social responsibility, digital wallets, electronic payments, Financial Inclusion, use of payments technology among others. The event presented a great opportunity for organizations to share, ideate and move forward aptly. NPCI earned FI & Deepening award 2015 whereas Union Bank of India was awarded for IRCTC Union Bank RuPay Prepaid Card.

NPCI celebrates International Yoga Day, CEO addresses Town hall meet.

Enthusiastic employees partook in huge numbers across NPCI locations to celebrate International Yoga Day. Preeminent Yoga instructors were invited to our campuses to impart healthy lifestyle among all and encouraged young executives and senior officers to adopt Yoga. Human Resource team has also launched 'Health Guru' campaign to share quick health tips on timely basis. Town Hall meet was also organized on June 30 where MD & CEO addressed the get-together, felicitated employees for contributing 5 and 3 years of their service at NPCI respectively and praised winners of numerous events like NPL – NPCI Premier League, i4i Financial Inclusion contest, Weight Loss Challenge and other employee engaging events occurred in recent past.





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