



eNewsletter

Volume III - Issue I

FROM THE MD & CEO'S DESK

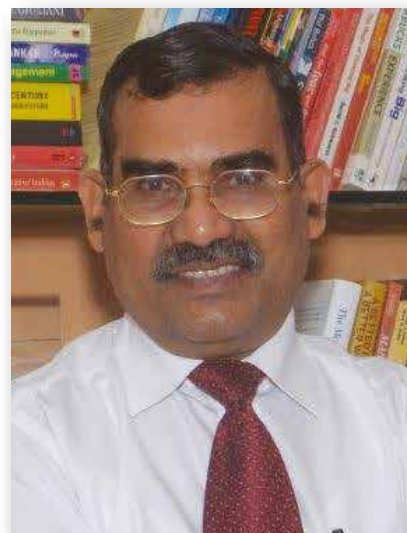
Dear Readers,

I am glad to share with you at the outset that our company has been able to put up a very good performance in the financial year 2014-15. We have achieved many path-breaking milestones during this financial year that itself promises an exciting roadmap for us. In just five years' time, we have become a strong 500 team full of professionals and achievers who wish to create and nurture leadership in truest manner. During the FY, we have achieved a number of milestones -

- The President of India dedicated 'RuPay to the Nation'.
- The Prime Minister of India launched PM Jan Dhan Yojana with integrating 'RuPay' card.
- NUUP was launched in the hands of the Prime Minister of India.
- 66 clearing houses merged in 3 grid-based approach for image-based CTS.
- RuPay Platinum card launched by 13 banks.
- National Financial mapper recorded more than 10 crore unique entries in just 2 years.
- NFS completed 5 years of operations, grown to 1.87 lakh ATMs & over 330 member banks.
- NPCI got a mandate to create BBPS as one-stop utility payment solution.
- Unified Payment Interface was initiated in the presence of RBI Governor.
- IMPS volume crossed 11 Million transactions per month.
- RuPay card base has reached up to 135 million.
- All 56 regional rural banks are enabled under its central payment systems network.
- NPCI has touched over 44 crore Indians through its one or other products & services.

Our persistent efforts in triumphing our goal to bring every Indian into the lap of NPCI's products & services have been proving significant. More than 120 million customers can be facilitated with RuPay & NACH payments system amongst others. This brings a plethora of opportunities to serve these untapped customers for initiating online payment services and make them a part of Financial Inclusion.

We would like to reiterate to all our stakeholders that our sincere efforts in building this organization will continue with the goal of touching every Indian with one or the other electronic products by 2020.



A P Hota



NPCI links 15 crore bank accounts with Aadhaar

NPCI has achieved a major milestone of successfully linking 15 crore bank accounts with Aadhaar number in the month of March 2015. It is expected that beneficiaries of all types of government subsidiaries/benefit transfers will be brought under the linkage program. The current focus is on linking the bank accounts of 17 crore DBTL (direct benefit transfer) beneficiaries with Aadhaar numbers in few months' time. Direct Benefit Transfer or DBT is the mechanism of transferring subsidies launched by Government of India to the people through their bank accounts there by crediting subsidies into bank accounts with reduced leakages, delays, etc. The primary aim of this DBTL is to bring transparency and terminate pilferage from distribution of funds sponsored by the government.

IRCTC launches maiden RuPay pre-paid card enabled by UBI for online ticketing

Now, book a train ticket, make shopping and pay service bills online with the newly-launched RuPay Pre-paid card. IRCTC has launched this card with the collaboration of Union Bank of India to empower customers to avail booking facilities in easiest manner. Cards can be available at UBI offices or availed through IRCTC online process. A card holder will get free One-lakh accident insurance coverage as part of the benefits and earn reward points on every successful transaction. One can have possess the card with having a loading limit of Rs 10,000 with partial KYC detail or Rs 50,000 loading limit with complete KYC.



NFS empowers Prizm Payments as 1st WLA to provide value-added services

National Financial Switch (NFS) has enabled Prizm Payments as the first WLA (white label ATM) to provide value-added services including - card-to-card fund transfer, cheque book request and statement request to customers. Bank of Maharashtra has also gone live on this service and joined 7 other member banks on this platform. C2C fund transfer enables a customer to transfer money via debit to the beneficiary simply by operating through an ATM. Andhra Bank, Union Bank of India, Yes Bank, Canara Bank, Saraswat Co-op Bank, Ratnakar Bank and Tamilnad Mercantile Bank are already providing this facility to customers.

NPCI & ICICI Bank launch RuPay Platinum Debit card

NPCI has partnered with ICICI Bank to launch a new co-branded RuPay Platinum Debit card that offers personal accidental insurance (Accident death or permanent disablement) for up to Rs 2 lakh, access to 27 airport lounges across India, usage offers such as 5% cash-back on utility bill payments, Rs 25 cash-back on IRCTC tickets, zero fuel surcharge; and 24x7 concierge facility.



Citizens can use RuPay card to pay RTI fee online

All applicants who desire to obtain information under the RTI Act, 2005 can now pay their fee online using RuPay Debit card. An information seeker has to submit a fee of Rs 10 to seek any information from the relevant authority by simply applying through the RTI Online Portal request form. RuPay has joined other foreign cards in making the card fee online, and has been gaining grounds in the number of transactions. The Right to Information Act, which was enacted in 2005, mandates timely response to citizen's request for government information, and the portal of RTI also showcases the status of RTI applicant and appellant.





IMPS live on Paytm mobile wallet services



IMPS has been enabled on Paytm mobile wallet services, making users to perform wallet-to-wallet transfers and utilize mobile wallets to transfer money into any bank accounts instantly. In order to avail the wallet to bank account transfer facility, a user has to be mobile or e-mail verified and must be registered on the system for over 45 days. The balance in the Paytm wallet must be a minimum of Rs 2,000 and the transaction amount must exceed Rs 1,000. The daily upper limit for wallet to bank account transactions is Rs 5,000 and the monthly limit is Rs 25,000. The launch also accompanied by plans to open 50,000 “retail outlets” across India.

DBTL account verification crosses 55 Million

In a major achievement, 58.7 million accounts have been validated by more than 300 banks to transfer the benefits directly into the accounts of the beneficiaries under Aadhaar Based Payment System (APBS). NPCI has provided a unique platform where either bank or oil marketing company can collect the account number details from the customer and pass it on to each other for verification and confirmation. In addition, NPCI has facilitated one time validation of a set of account numbers through off line mode. NACH system has successfully managed to validate 2.38 Million records under this scheme with the help of OMC's and banks.



RRBs join AEPS to facilitate Rural banking growth

Regional Rural Banks- Pragati Krishna Gramin Bank and Kerala Gramin Bank- have enabled AEPS system to further boost the rural banking growth. Pragati Krishna Gramin Bank has appointed over 800 Business Correspondent (BC) agents who are responsible to cover more than 2000 villages through its 602 branches. Kerala Gramin Bank and Pragati Krishna Gramin Bank are live on Off-us environment as issuer and acquirer.

Like, tweet, comment on @NPCI_NPCI

NPCI's presence is buzzing on Social Media platform with amassing to have been joined by more than 1 lakh fans over the last few months. Creatives of various products posted on platforms have gained tremendous number of likes and engaged trending among online social users. Immediate Payment System (IMPS) alone recorded more than 50,000 fans for its products & services. NPCI has been gaining a lot of presence on major social media platforms which include Facebook, Twitter (@NPCI_NPCI), LinkedIn and YouTube.



All 56 Regional Rural Banks enable on RuPay & NACH system

More than 120 million customers of Regional Rural Banks (RRBs) in India are being enabled for RuPay and NACH system. NPCI has accomplished a big leap towards Financial Inclusion by covering all 56 Regional Rural Banks under its central payment systems network which caters to 120 million customers via 19,000 bank branches. As per estimates, an average RRB customer spends around Rs 3,500 at a PoS terminal. RRBs, under PMJDY, has opened 21.7 Mn accounts and issued more than 20 Mn RuPay cards, with augmenting deposits of Rs 1,600 Cr in banks.

Major banks goes live on NUUP, RuPay - PoS & ATM

Access to elementary banking services on mobile is now a reality. Using National Unified USSD Platform (NUUP), customers can now simply dial *99#, access basic menu and avail services such as balance enquiry, mini statement, know MMID and generate OTP. Also, customers owning RuPay card have now easy access to PoS and ATMs making their banking experience delightful. Oriental Bank of Commerce, Bank of Maharashtra, Syndicate Bank and Corporation Bank have been enabled on eCommerce platform.



ICICI, UBI, Bhartiya Mahila Bank & Catholic Syrian Bank goes live on IMPS

IMPS, a 24*7 instant money transfer service, has joined ICICI Bank to facilitate its customers to receive money from abroad through its Foreign Inward Remittance (FIR) service. A similar facility is available for nine decade Old Catholic Syrian Bank customers who have solid rural and semi-urban customer base. IMPS is also empowering lives of Bharatiya Mahila Bank customers by being live on P2P, P2A platforms and non-financial NUUP services whereas Union Bank of India is providing IMPS – Branch Channel facility to their customers.

Induction of two Directors on Board of NPCI

Shri Satish Pradhan and Shri Sunil Srivastava have joined NPCI Board as Directors. Shri Pradhan, who has retired as Chief Group Human Resources from Tata Sons in May 2013 & presently serving as an Advisor to Tata Sons Ltd, has been appointed as Independent Director on NPCI Board. SBI has nominated Shri Srivastava – Dy MD (CS &NB) as its Nominee Director in place of Shri Sushil Kumar Mishra.



Satish Pradhan



Sunil Srivastava

Board directors & top mgt come together for STRAP meet



The board members and top management of NPCI convened on March 2-3, 2015 at Goa for the annual strategic meet to discuss the last year's strengths and prepare strategies for the coming year.

GI Technology enters IMPS million's club as Sixth member

The IMPS million members club has just expanded. GI Technology Pvt Ltd, an IMPS member, has recorded doing over 2 million successful transactions on IMPS system in the month of March 2015. GI Technology's inclusion as sixth member of the million club has already members including - Axis Bank , ITZ Cash Card Limited, Oxigen Services (India) Pvt Ltd, ICICI Bank and HDFC Bank.



'RuPay Platinum Debit Card'

Premium. Affluent. Inimitable. Assured. Rewarding.

That's how the newly launched RuPay Platinum Debit card defines itself to its loyal customers along presenting a host of offers to pamper for a superior living. NPCI has introduced the 'RuPay Platinum Debit card', offered by various banks, to facilitate deserving customers a best-in-class privileges in travel, living, dining and lifestyle in order to make them feel a new rich-style life. The card embellishes with offers in airport lounges, merchant offers & discounts and provides personal accident insurance, which illustrates an archetype for care. RuPay Platinum Card is also packed with several alluring offers and benefits that gives enough reason to customers to flaunt and use across various ATM, PoS and eComm transactions. More than 13 banks have already launched the 'RuPay Platinum Debit Card' across India, and many more banks are on the anvil to woo their customers.

RuPay Platinum Debit Card Features

- Airport Lounge Access: Access for Two times in quarter per card in 27 participating airport lounges in India just for rupees Two.
- Personal Accident Insurance: Rs 2,00,000 for accidental death or permanent disablement.
- Merchant Offers and Benefits: Time to time benefits given through banks.

Recurring Offers

- Utility Bills: 5% Cash back on Utility bill payment upto Rs 50/ month/ card.
- Fuel Surcharge: Zero Fuel Surcharge on minimum transacting amount of Rs 300 capped at Rs 75 per month per card and restricted to Merchant Category Code.
- Café Coffee Day: 15% Off on minimum bill of Rs 300 and above.
- IRCTC: Rs 25 cash back on booking done through irctc.co.in for one transaction/month/card.

Concierge Facilities

Some of the concierge facilities which can be used multiple times by cardholders include

- Golf Reservations
- Gift & Flower Delivery, Courier service assistance
- Restaurant referral and arrangement, movie ticket sourcing assistance
- Car Rental, Sightseeing, Limousine Referral and Reservation assistance
- IT Return filing and Assessment assistance
- Investment & Insurance Consultancy for Real Estate, Mutual Funds, Equity, Debts and F&Os and Life insurance, General insurance and Health insurance.

Additional perks which banks present to platinum card holders after receiving promo codes from NPCI can be used once during the lifetime of the card include the mobile store discount of Rs 1500 off on select handsets and Café Coffee Day's buy one and get one free cappuccino.

India's Domestic card, derived from merging two terms Rupee and Payment "RuPay" was launched with an aim to empower majority of Indians by providing a medium to consumers to perform financial transactions effortlessly. Being a domestic card, RuPay showers some benefits to the citizens and country such as facilitating lower cost of clearing and settlement for each transaction. It provides protection of information pertaining to Indian consumer as transaction and customer data related to RuPay card transactions will reside only in India.



Live the platinum way of life.

Presenting RuPay Platinum debit card. Now issued by India's biggest banks.



OFFERS AND BENEFITS*:

- ▶ Complimentary airport lounge access across India ▶ Complimentary concierge services ▶ Complimentary insurance cover
- ▶ 5% cash back on utility bill payments ▶ Zero fuel surcharge ▶ ₹25 cash back on train ticket booking
- ▶ Activation offers at Café Coffee Day and The Mobile Store

Ask for your RuPay Platinum debit card at:



Connect with us: [f](#) rupaynpci [t](#) RuPay_npc

*Terms & Conditions apply