



# e-Newsletter

Volume III - Issue II  
— MAY 2015

## FROM THE MD & CEO'S DESK

Dear Readers

As per the monthly card in Force Data for March 2015, the RuPay Debit card base has increased to 150 million. While a bulk of this volume pertains to Prime Minister Jan Dhan Yojana (PMJDY), about 40 million cards pertain to mainstream customers. The RuPay Platinum product has picked up very well. Considering the superior product features, usage has gone up significantly. Added to this, all the public sector banks are now eCommerce certified. RuPay cards are now accepted on almost all the eCommerce sites. A good number of co-operative banks have also been RuPay eCommerce certified. RuPay has now arrived as a full service domestic card scheme.

NPCI will be hosting an international conference in May 21st and 22nd, 2015. This will be an unique gathering of national payment system utilities like NPCI from 17 countries. Companies like China UnionPay (China), Interac (Canada), EFTPOS (Australia), MEPS (Malaysia), NETS (Singapore), JCB (Japan) and Discover (US) will participate. A corporate film on NPCI and a monograph on Payment System Development in India will be released during the conference. The film will be available on Youtube channel immediately after the conference.

With a view to passing the benefits of economies of scale, NPCI has reduced the switching fee for ATM transactions by 10% (from 50 paise to 45 paise) wef 1st May 2015. As the volume in the central system grows, member banks can expect further reduction in fees in future.

On the Bharat Bill Pay System (BBPS), NPCI has created three task forces- one for Technology Architecture, the second for Procedural Guidelines and the third for Business Modeling. The first two Task Forces have already started the work. NPCI is building the infrastructure and shortly the RFP will be released.

Along with the BBPS project, NPCI is also pursuing the Unified Payments Interface (UPI) Architecture. The system would facilitate real time (collect) in addition to real time payment with a single click (without compromising the stipulation of two factor authentication).



*"NPCI has reduced the switching fee for ATM transactions by 10% (from 50 paise to 45 paise) wef 1st May 2015."*

A P Hota

## NPCI & IDBI Bank launch RuPay Platinum Debit card

NPCI and IDBI Bank have launched RuPay Platinum Debit card on April 20, 2015 in a ceremony held at Mumbai, with an aim to touch the desires of platinum lifestyle of contemporary customers. The card was jointly launched by Shri A P Hota, MD & CEO, NPCI and Shri M S Raghavan, CMD, IDBI Bank in the august presence of senior bankers and customers. RuPay Platinum card comes with upgraded features which are cost-effective, fast & provide secured access to large number of ATMs, POS terminals, e-commerce websites and participating merchants across the country. The card is loaded with value-added services, encompassing various superior features, recurring offers and concierge facilities that ensure seamless services at par with the modern day banking technology.



## RuPay card holders of all PSBs enable on eComm

NPCI delights RuPay card holders of all public sector banks by enabling them on RuPay e-comm platform. Some of the major issuing PSBs are - SBI, BOI, BOB, UBI, PNB, Andhra, Dena, Indian, Allahabad, Syndicate, Canara, Oriental Bank of Commerce, among others. Vacationers preferring IRCTC, Cleartrip, MakeMyTrip, KSRTC etc. or shoppers favoring Amazon, Flipkart, SnapDeal, Jabong etc can effortlessly make transactions. Consumers can access over 30,000 online merchants in the country that accept RuPay cards. For the first time user, registration happens upon implying simple steps.

## New India Assurance to provide personal accident cover to RuPay cardholders

NPCI has signed an agreement with New India Assurance for providing personal accident cover to all RuPay cardholders for the next financial year. The premium for the cover is borne by NPCI and is not passed on to the cardholders or the banks. RuPay Debit cards carry a free personal accident cover up to Rs 2 lakh which can be claimed if the '45 days swipe' clause is met by the cardholder. Apart from the transactions performed at PoS and ATMs, transactions done within 45 days with the business correspondent will be treated as a card transaction for RuPay cardholders to make a claim for the cover.

## Digitization to fuel banking growth, avows at CII Bank Summit



Universalization of access in banking can be achieved through digitization. There are plans afoot to digitize 85 Regional Rural Banks, and implement digitization in 31 states plus 360 district cooperative banks that could phenomenally change the banking landscape, were some crucial thoughts shared by Shri A P Hota in a panel, during the CII Banking Tech Summit 2015, an international conference held in Mumbai on April 21st. Bankers also took a note that 70 to 80 per cent of transactions are digitized in public, private and foreign banks.

## IMPS & NUUP, the game-changer in instant payments space

To snowball the user ability of instant money transfer service among customers and to deliver core banking facilities on their fingertips, NPCI had joined hands with RBI to conduct a workshop on Immediate Payment Service (IMPS – for 24\*7 fast lane money transfer) and National Unified USSD Platform (NUUP - \*99#) at RBI premises in Kolkata on April 24, 2015. The objective was to apprise members with defining advantages, fund transfer services, merchant payment options. Similar workshops have also been conducted in Chennai & Kochi.





## NPCI launches NUUP Oriya language service \*99\*32#

NUUP service in Oriya language (\*99\*32#) has been launched on April 14, 2015 at a gathering in Odisha Bhavan, Vashi. More than 1000 participants, mostly from various major banks- Bank of India, IDBI Bank, Central Bank of India, Union Bank of India, State Bank of India, LIC attended the gathering on the occasion of Odisha New Year. Participants witnessed the live NUUP Oriya demonstration and attempted transactions for quick and convenient payments.

## GI Tech records again 2 Mn transactions, Paypoint India joins IMPS

GI Technology retains its top position in 'Million Member Club' by becoming the first player to record 2 million successful IMPS transactions in the month of April. It achieved the similar feat in the preceding month. Paypoint India Network Pvt Ltd, an online payment service provider and business correspondent which is linked with thousand plus retailers across India, has joined the elite list of PPIs on IMPS platform. With this, the total number of RBI authorized PPIs has reached to 11. Identifying users bank details on NUUP \*99# has become simpler by just entering first 3 letters along with IFSC code.

## NFS facilitates Odisha Gramya Bank inter-operability with maiden ATM launch



Indian Overseas Bank sponsored Odisha Gramya Bank has arrived in the cosmos of digitalized payment systems by deploying their first ATM at Kakatpur Branch in Puri district of Odisha, facilitating inter-operable ATM services to the villagers. The ATM, which is enabled with the National Financial Switch (NFS), was officially inaugurated by Shri H. R. Khan, Deputy Governor, RBI in presence of top RBI, NABARD and IOB's representatives. On this occasion, Sri Khan disbursed loans to self-help groups and discussed about different projects which are in pipe line for the self-help groups will be on the floor very soon.

## Payment Banks' aspirants admire NPCI products

Providing perpetual backing to the Financial Inclusion initiative, NPCI continue to organize workshops for extending products information and future outlook of electronic payment products. For the benefit of Payment Banks' aspirants, NPCI & Payments Council of India (PCI) steered one seminar to highlight the usefulness of products and services that can help them reach their customers quickly and safely. More than 50 participants from 30 entities were briefed on varied NPCI's payment products highlighting RuPay.



## Citi, Federal, South Indian & Indian Bank live on IMPS platform

Citibank corporates clients can now receive funds instantly from their customers via IMPS P2M (Push) channel. Federal Bank has introduced IMPS - P2P (mobile and internet - remitter) as well as IMPS P2A (mobile - remitter and beneficiary) for their customers whereas South Indian Bank has enabled IMPS - P2M & M2P as remitter through mobile channel using IMPS. Indian bank went live on IMPS - FIR (Foreign Inward Remittance) for its customers.





## Bank of Maharashtra, Federal Bank enable Card-to-Card Fund Transfer

Bank of Maharashtra (BoM) customers can now perform card-to-card fund transfer, place a cheque book request or statement request from house ATM machine for intra-bank accounts. In another development, Federal Bank's debit cardholders would avail facilities of interbank card-to-card fund transfer to any banks' that are live on Federal Bank. ATM machines are today powered with valuable features apart from being a traditional money dispensing machine; many banks are luring their customers by increasing value added services which is provided by National Financial Switch (NFS).

## ATM Dispute Resolution- a key challenge to conquest



The number of ATM complaints and grievances need appropriate approach to be addressed and require series of discussions & training to the users for creating impact. With this view, NPCI and Banking Ombudsman of Patna office conducted sessions on 'ATM operations and Dispute Resolution Process' in Patna and Ranchi on April 09 and April 10 respectively. Each session witnessed a number of participants from various banks and OBO officials to impart training on how to deal with ATM complaints.

## AePS facilitate pensioners to receive money at doorsteps

Gone are the days when pensioners in India would go to post offices or respective banks to collect their social security remuneration. Today, pensioners would get the money right at their doorstep with the help of Aadhaar enabled Payment System (AePS). The very first time in India, distribution of social security pension has been disbursed through business correspondents in Krishna district of Andhra Pradesh. Over 5,000 pensioners in the district would be benefited with this new-age service, and will be extended to cover 3.20 lakh pensioners in the state by May 01, 2015.



## NPL – ye hai NPCI ka tyohaar!



It was not less than a frenzied event, when seven teams hurled in the grassy stadium of Sports Authority of India, Mumbai, on April 18, 2015 and pitched hard to lift the first-ever titled 'NPCI Premiere League' Trophy. More than 80 team members of NPCI, from various teams and grades, participated to make this event a success. In the finals, Operations team beat Technology to lift the trophy, Ashish Pasde was declared as Man of the Match and Man of the Tournament.

## 'Health is Wealth' emphasizes Human Resource

'Biggest Loser Challenge', a 60 day weight loss competition, has been initiated by HR department to encourage in maintaining healthy lifestyle for employees. Eye check-up camp was also organized at various locations. Tie up for Executive Health Check-up has been renewed for yearly health benefit plan with two major hospitals, Health Spring for Mumbai location and with Metropolis for Chennai, Delhi, Pune and Bangalore offices of NPCI.

## CTS implementation & awareness session at e-baat.

Role of RBI and NPCI along with benefits of Cheque Truncation system (CTS) were discussed in a workshop conducted at Junagadh and Porbandar on April 15, and April 17 respectively, to share the prominence of implementing CTS in Non- MICR centres of Western Grid and Gujarat. All member banks of Junagarh and Porbandar bankers clearing house passed the resolution to migrate the local clearing houses into Western Grid Banker's Clearing House.



## RuPay Platinum Card – the next best card

RuPay Platinum debit card holders are happily utilizing wide range of facilities available with the card, which ensures lavish lifestyle for all. About 16 banks have joined hands with NPCI and are catering customised needs of their high profile customers.

### Highlights:

- As soon as you own a RuPay Platinum Debit card, you can get – Rs 1500 off on select handsets at The Mobile Store; avail buy one and get one cappuccino free offer once during the lifetime at Café Coffee Day outlets.
- Card holders can flaunt their RuPay Platinum Debit card to access airport lounges across the lengths and breaths of India, certainly making travel plans more exciting and indulging, as 27 airports are actively participating with RuPay.
- With Rs 2 Lakh Personal Insurance cover for every card holder, RuPay Platinum ensures to assist card holder's family against death or permanent disablement.
- More banks are associating with the Platinum card to attract their customers with various merchant offers and also by offering time to time benefits.
- Cash back and discounts are made available for ticket bookings through IRCTC website and Café Coffee Day with Rs 25 cash back and 15% off respectively.
- Pay your utility bills like electricity, water, school fees instantly with RuPay Platinum debit card and get 5% cash back, up to Rs 50 per month.
- Enjoy zero fuel surcharge on minimum transacting amount of Rs 300 capped at Rs 75 per month per card.

With RuPay Platinum Debit card, you can now surprise your loved ones by sending flowers, gifts or special gifts by simply accessing at the merchant point of sale. RuPay has a special feature to delight its customers in enabling concierge facilities that includes referral for restaurant and arrangements, movie ticket sourcing, sightseeing, Limousine referral and reservation or car rental.

RuPay Platinum continues to spread its reach and acceptance across all mediums by enabling them with number of banks that provide consultancy services for Investment & Insurance for Real Estate, Mutual Funds, Equity, Debts and F&Os and Life insurance, General insurance, Health insurance, IT Return filing and Assessment assistance.

RuPay offers a domestic, open-loop, multilateral system which allows all Indian banks and financial institutions to participate in the electronic payments market. It's strategic objectives include assisting in electronification of cash payments, creating a common platform for all banks & payment channels, aims to become a 'top of the wallet card' for all Indian consumers across segments, providing a viable domestic option to Indian banks and acting as a nodal body for the electronics payment industry.

Platinum customers are enjoying best-in-class privileges in travel, living, dining and lifestyle in order to relish their tailored prerequisites. RuPay card network, which was launched in March 2012, is powered with immense potential in building an affordable payment mechanism to benefit the common man across the country and thus enable financial inclusion apart from introducing competition to international card schemes that supports the country's overwhelming need for inclusive growth.



# Live the platinum way of life.

Presenting RuPay Platinum debit card. Now issued by most leading banks in India.



## 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](https://www.facebook.com/rupaynpci) [RuPay\\_npci](https://www.twitter.com/RuPay_npci)

\*Terms & Conditions apply