



## Message from the MD & CEO

Dear Readers,

The month of September continued to mark the path of progress for our organisation as our latest launch Unified Payments Interface (UPI) gained popularity with more banks joining the platform. This led to increase in transaction volumes and higher acceptance among the end-users.

When it comes to numbers, on an average the numbers of transactions per day was 4,000 and by the end of the month the total number of transactions touched 1,22,470. As on September 30, 2016 we had 24 banks which were live on UPI and we intend to take this number to around 50 banks by the end of this financial year.

India's largest private sector lender by assets, ICICI Bank crossed one lakh virtual payment addresses (VPA) on NPCI's Unified Payments Interface (UPI) platform within three weeks of launch. The bank was among the front runners to launch UPI through its app and we are glad to see such impressive acceptance in such a short span of time.

The biggest development in the banking sector was when Dr. Urjit Patel took over as the governor of the Reserve Bank of India (RBI). At NPCI we believe under his leadership at the central bank, there will be continued support and progressive measures in the digital payments industry.

I am also happy to share with you that Bank of Baroda nominated Mr. Mayank Mehta, Executive Director, as a director on the NPCI board.

State Bank of India, our key stakeholder and the largest bank of the country commenced the issuance of RuPay International platinum debit card by issuing the first international debit card to Padma Vibhushan Mr. N. R. Narayana Murthy, ex- Chairman of NPCI & co-founder of Infosys.

Coming to our products, the highest approved transactions in a day, National Financial Switch (NFS) stood at 14.76 million while it was 1.77 million for IMPS and 3.42 million for RuPay on NFS. We are delighted to see impressive acceptance for our products and are thankful to the banks for facilitating the same.

Best Regards,

A. P. Hota

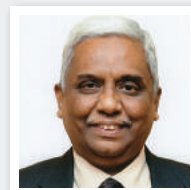


### ***RuPay platinum international debit card for SBI customers***

State Bank of India (SBI) commenced the issuance of RuPay platinum international debit card by issuing the first international debit card to Mr. N. R. Narayana Murthy, ex- Chairman of NPCI & co-founder of Infosys. RuPay card was handed over to Mr. Murthy by a senior SBI executive. The platinum variant offers various value added services such as cashbacks on utility bill, fuel surcharge, concierge service, airport lounge access, insurance cover, merchant offers and many more.

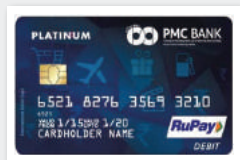
### ***Induction of new Director on the Board of NPCI***

Bank of Baroda (BOB) nominated Mr. Mayank Mehta, Executive Director as a Director on the NPCI board. Mr. Mehta was General Manager and Chief Financial Officer (CFO) at Union Bank of India prior to joining BOB as ED. He is a science graduate from Gujarat University and has led a distinguished banking career spanning around four decades. He is also a Certified Associate of Indian Institute of Banking and Finance (CAIIB).



### ***NPCI imparts financial literacy on World Literacy Day***

NPCI collaborated with NABARD, co-operative banks and Regional Rural Banks to conduct basic financial literacy sessions and initiated 'Young Champions' campaign for opening minor accounts on World Literacy Day – September 8. The campaign will run till November 14 on the occasion of Children's day. As on September end, NPCI team touched 5,663 camps across 114 participating banks through this initiative.



### ***First Co-operative bank launches RuPay Platinum international debit card***

Punjab & Maharashtra Co-operative Bank emerges as the first bank to go live on RuPay platinum international debit card. Customers can now enjoy platinum benefits loaded with the card.

### ***ICICI Bank crosses 1 lakh virtual payment addresses via UPI***

India's largest private sector lender by assets, ICICI Bank crossed one lakh virtual payment addresses (VPA) on NPCI's Unified Payments Interface (UPI) platform within three weeks of launch. To increase UPI usage, ICICI partnered with Aditya Birla Fashion and Retail Limited (ABFRL) and Hindustan Petroleum Corporation Limited (HPCL) for UPI-based payments at about 6,500 HPCL petrol pumps and more than 2,000 ABFRL stores. For in-store payments using UPI, customers of ICICI and other bank can use ICICI 'Pockets' and ICICI 'iMobile' by downloading the app on their smartphones.

### ***YES Bank's UPI proposition with 50 companies***

YES Bank, India's fifth largest private sector bank, commenced first of its kind Unified Payments Interface (UPI) services by partnering with 50 businesses, to catalyse one of the biggest payment innovations in the banking universe with an aim to make fund transfer easier and move towards a cashless economy. The UPI framework helps to enable low cost, high volume, electronic payments straight from the user's smart phone, and make transactions instant, secure and interoperable.



### ***NFS crosses 350 million transactions***

NFS approved volumes consistently crossed the 350 million transaction mark for the past 2 months. Peak transaction volume of 14.76 million was observed on September 3, NFS is the largest network of shared ATMs in India. It manages more than 95% of the interbank ATM transactions. As on August 31, 2016 there were 721 members that include direct, sub-members, Regional Rural Banks and White Label ATM Operators (WLAOs) using NFS network connected to more than 2.27 lakh ATMs.

## 7 banks launch USSD based \*99# mobile apps for their customers.

Union Bank of India, Bank of Baroda, Punjab National Bank, Dena Bank, Andhra Bank, Vijaya Bank and Allahabad Bank launched USSD based application on Google Play Store. \*99# service was dedicated to the nation by the Honorable Prime Minister of India Mr. Narendra Modi on August 28, 2014 as part of Pradhan Mantri Jan Dhan Yojana (PMJDY).

Salient features of \*99# Mobile App:

Does not require data / internet for performing transactions. Provides basic banking transactions like checking account balance, sending money, Mobile PIN (MPIN) management. Provides Value Added Services like checking Aadhaar linked Overdraft status and PMJDY account Overdraft status. Available in multiple languages.



## Mobile Banking Registration service by NFS benefits 51 member banks

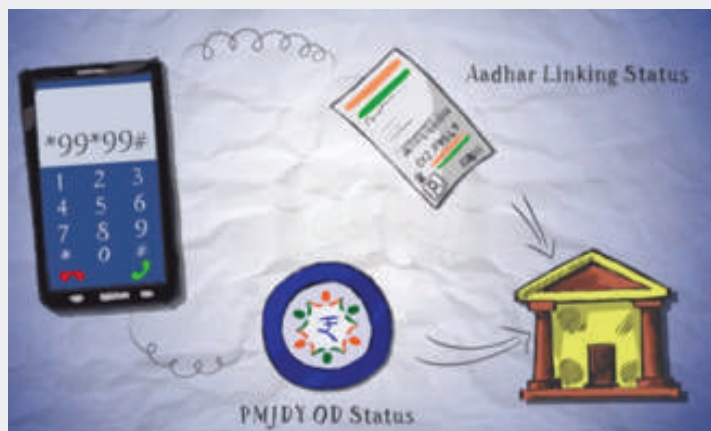
51 members are now enabled for value added service of Mobile Banking Registration (MBR) on their ATMs. Mobile Banking Registration, a mandate of RBI, offers registration of customers for mobile banking on ATMs on an interoperable basis. As on September 2016, 51 members covering a total of 2.12 lakh ATMs in the country are enabled for MBR.

## RuPay e-Commerce



## \*99\*99#

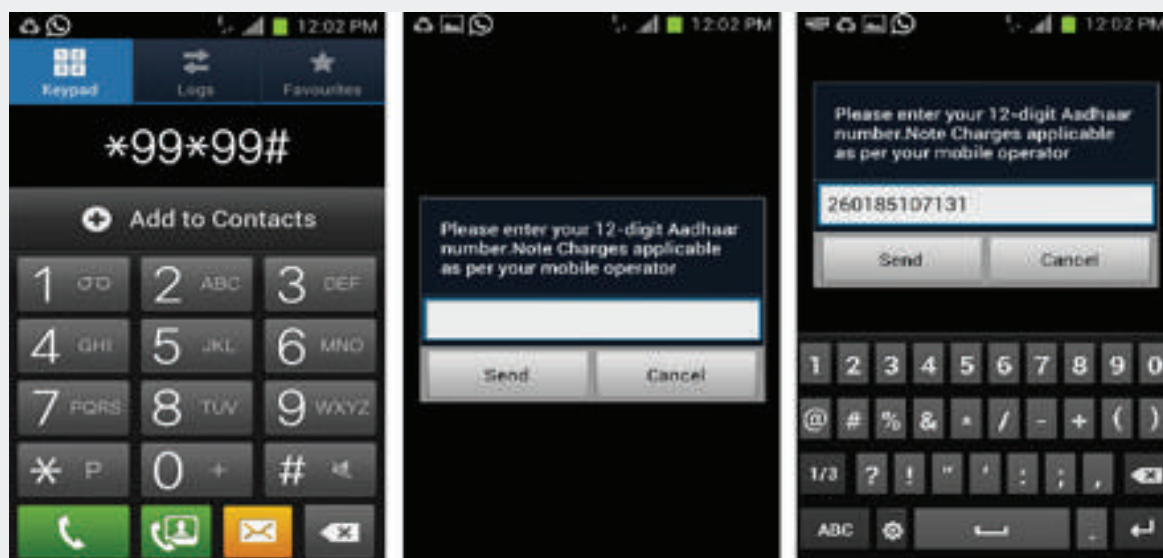
NPCI launched QSAM (Query Service of Aadhaar Mapper), a USSD based service that lets the user know their Aadhaar seeding status. Since the service works on the USSD platform, it is available across all handsets and very convenient to use. Users can dial \*99\*99# from their handset and know the Aadhaar seeding status by entering their Aadhaar number. QSAM is the most preferred option and over 50% of all the Aadhaar queries are addressed using QSAM or knowing your Aadhaar number.



To try \*99\*99# service - Take out your phone and keep your Aadhaar number handy.

Follow these simple steps:

1. Dial \*99\*99#
2. Enter your 12 digit Aadhaar number
3. Confirm your Aadhaar number
5. Mobile screen will flash the name of bank where your Aadhaar number is seeded along with the date of its seeding. Your subsidy will be credited in this bank account.



It is a simple and easy to follow real time service which is available 24X7. The service does not require an internet connection and hence it can be used on any phone. The telecom service provider charges Rs. 1.50 for using this service.

The Aadhaar number, which started as a form of authentication / identity, has also emerged as a key address for financial transaction. Due to the convenience at the front end, it is known as an effective input for banking transactions.



| New members added in Ecosystem  |  |
|---|--|
| Branch  |  |
| <ul style="list-style-type: none"> <li>Kottayam Co-operative Urban Bank Ltd.</li> <li>Shree Mahalaxmi Co-operative Bank Ltd.</li> </ul> |  |
| P2A   | P2P  |
| <ul style="list-style-type: none"> <li>Kottayam Co-operative Urban Bank Ltd.</li> <li>Shree Mahalaxmi Co-operative Bank Ltd.</li> </ul> | <ul style="list-style-type: none"> <li>Standard Chartered Bank</li> <li>Baroda Gujarat Gramin Bank</li> <li>Kottayam Co-operative Urban Bank Ltd.</li> </ul> |
| ABRS  | FIR  |
| <ul style="list-style-type: none"> <li>The Abnash Sahakar Bank Ltd.</li> </ul>  | <ul style="list-style-type: none"> <li>Karnataka Bank</li> </ul>   |

### IMPS records 1.7 million peak volume transactions on a single day

IMPS is becoming the preferred way of transferring money among consumers. Highest volume of 1.7 million transactions was recorded on September 12. Several banks are enabling the customised services of IMPS.



### NPCI participates at Nuakhai Bhetghat festival celebrations

NPCI participated at Nuakhai Bhetghat 2016 which was celebrated by Paschim Odisha Parivaar - Mumbai on September 25. The event was attended by more than 500 people.



### NPCI official conducts awareness sessions

600 students of Bannari Amman Institute of Technology attended the session on 'Changing Retail Payment and Settlement scenario in India' conducted by NPCI official Mr. Ramesh Vijayakumar, Senior Manager - Business Development. Students were familiarised with NPCI products and its benefits to Indian consumers. A similar session was also conducted at TiE Institute, Chennai on 'Unified Payment Interface (UPI) and its benefits'.



### Quarterly Developments July–September

#### NPCI meets outgoing RBI Governor

Mr. Balachandran M., Chairman, NPCI along with other NPCI Board Members and senior management team met the outgoing RBI Governor, Dr. Raghuram Rajan. The Governor was briefed about the various efforts undertaken by NPCI. Dr. Rajan appreciated the efforts of NPCI in accomplishing the goals in conformity with his vision. He was confident that the NPCI board had the vision and the management had the capability to take forward such a mission.



#### Eighth Annual General Meeting of NPCI

The Eighth Annual General Meeting of NPCI was held on August 31, 2016 in Mumbai. Representatives from 43 member banks attended this meeting along with the directors, auditors and management team. NPCI broad-based its shareholding in January 2016 and as of today, the expanded shareholding of the company consist of 19 public sector banks, 17 private sector banks, 3 foreign banks, 7 Regional Rural Banks (RRBs) and 10 co-operative banks.



#### NPCI initiates pilot project for Bharat Bill Payment System (BBPS)

NPCI launched the pilot project for Bharat Bill Payment System (BBPS) with 26 Bharat Bill Payment Operating Units (BBPOUs). In the first phase, BBPS will cover repetitive payments for everyday utility services such as electricity, water, gas, telephone and Direct-to-Home (DTH).

#### Unified Payments Interface (UPI) goes live

Unified Payments Interface (UPI) went live for customers with 21 banks on August 25, 2016. Total 24 banks have gone live on UPI as on September 30, 2016. The relevant details of the service would be available on the website of participating banks.

#### USSD based \*99# mobile app for customers

Android based \*99# mobile app on Play Store was launched on August 12, 2016. As of today 7 banks have launched this application. Banks offering \*99# apps on Play Store are Union Bank of India, Bank of Baroda, PNB, Dena Bank, Andhra Bank, Vijaya Bank and Allahabad Bank.

#### RuPay enables over 200 District Central Co-operative Banks

NPCI enabled over 200 District Central Co-operative Banks (DCCBs) under RuPay Debit Card network in July 2016. With this development, NPCI digitised about two-thirds of 675 districts in the country through its network of Regional Rural Banks (RRBs), State Co-operative Banks, Urban Co-operative Banks and Scheduled Co-operative Banks with electronic payment mechanisms.



# Festive Delights

Sweet deals exclusively for RuPay customers.



Flat **₹500 off**  
on a minimum spend  
of **₹3000**

Code - SCRUPAY  
Valid till 31st December, 2016.

**JABONG** 

**₹300/- off** on  
min. purchase of **₹999/-**  
(ECOM)

Code - JABRUPAY300  
Valid till 31st December, 2016.

**SHOPPERS STOP**.com

**15% discount** on minimum  
purchase of **₹1699**  
only on Ecom

Code - RUPAY  
Valid till 31st December, 2016.



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Kaamyabi Manaao, Haq Se.

\*Terms and Conditions Apply