



## Message from the MD & CEO

Dear Readers,

With the New Year we have stepped into the eighth year in the journey of NPCI and we hope to achieve higher milestones in digital payments in 2017. The highlights of last year include boost in digital transactions and the launch of the revolutionary Unified Payments Interface (UPI).

2017 began with growing acceptance for Bharat Interface for Money (BHIM) which was launched by the Hon'ble Prime Minister, Shri Narendra Modi on December 30, 2016. BHIM is yet another digital payments solution app based on UPI which makes financial and non-financial transactions easier for customers. The numbers of banks live on the UPI platform stood at 34 banks as on December 31, 2016.

In order to facilitate digital transactions post demonetisation, on December 25, 2016 Niti Aayog has launched two schemes namely, the 'Lucky Grahak Yojana' for consumers and the 'Digi Dhan Vyapar Yojana' for merchants. Daily, weekly and mega draw contests form the structure of this event in which cash prizes are to be won. Bank account linked digital payment channel namely Card Swipe at Point of Sale channel (RuPay card), Mobile (Unified Payments Interface – UPI for smart phone and USSD payments for feature phone) and Aadhaar (AePS based cash deposit / withdrawal) will be considered for participation in these schemes.

After the successful pilot launch of Bharat Bill Payment System (BBPS) and National Electronic Toll Collection (NETC), in the New Year we will go live with these two products along with two new products namely RuPay Credit Card and Tap & Go. With these offerings in place we hope to transform India into a less-cash society in the months to come.

The government is committed towards supporting a cashless transactions and the demonetisation move announced on November 8, 2016 is a major step towards the same. At NPCI we recorded significant growth in RuPay Debit Card, UPI, IMPS and USSD-based \*99# transactions. The pace of growth is expected to continue in 2017.

On the employees front we are currently at a staff strength of about 1,000 and we introduced various initiatives for the development of our human resource. In 2016 we also began CSR activities where our employees participated actively.

In 2016 NPCI's shareholder based broadened to 56 banks from 10 promoter banks earlier. I am thankful to the support provided by each one of you in our journey and would like to convey my best wishes for 2017.

Best wishes,

A P Hota

## Prime Minister launches Bharat Interface for Money (BHIM)

Hon'ble Prime Minister, Shri Narendra Modi launched the Bharat Interface for Money (BHIM) app on December 30, 2016 for customers across India. One can easily make direct bank to bank payments and instantly collect money using mobile number or payment address. All payments over BHIM app are linked directly to your bank account and transactions can be completed within few seconds.

Customers have to note that their mobile number should be registered with their bank to access BHIM.

The common UPI-based BHIM app will enable people to send and receive money through their mobile phone by linking their bank accounts and getting a UPI PIN number. The app will also work on feature phones through an upgraded USSD (Unstructured Supplementary Service Data) platform.



## NITI Aayog launches Lucky Draw Schemes

In a bid to promote digital payments, NITI Aayog launched two schemes namely, the 'Lucky Grahak Yojana' for consumers and the Digi Dhan Vyapar Yojana for merchants. The scheme is primarily meant to reward those Consumers and Merchants who are using or have used digital transaction modes after November 8, 2016 when the government announced demonetisation. Daily, weekly and mega draw contests form the structure of this event in which cash prizes are to be won.

Bank account linked digital payment channel namely Card Swipe at Point of Sale channel (RuPay card), Mobile (Unified Payments Interface – UPI for smart phone and USSD payments for feature phone) and Aadhaar (AePS based cash deposit / withdrawal) will be considered for participation in these schemes. The scheme became operational with the first draw on December 25, 2016 (coinciding with Christmas) leading up to April 14, 2017 (coinciding with Babasaheb Ambedkar Jayanti) with a Mega Draw.



## PM mentions RuPay card in Mann Ki Baat

Prime Minister Modi in his Mann Ki Baat address to the nation talked about cashless transactions and the eagerness among the public to learn about digital payments. He announced that the Centre has launched two schemes, Lucky Grahak Yojana and Digi-Dhan Vyapar Yojana for consumers and traders, as part of the government's strategy to promote digital banking. He stressed that out of 30 crore RuPay cards in circulation, 20 crore belong rural families and these 30 crore people can join the rewards scheme.



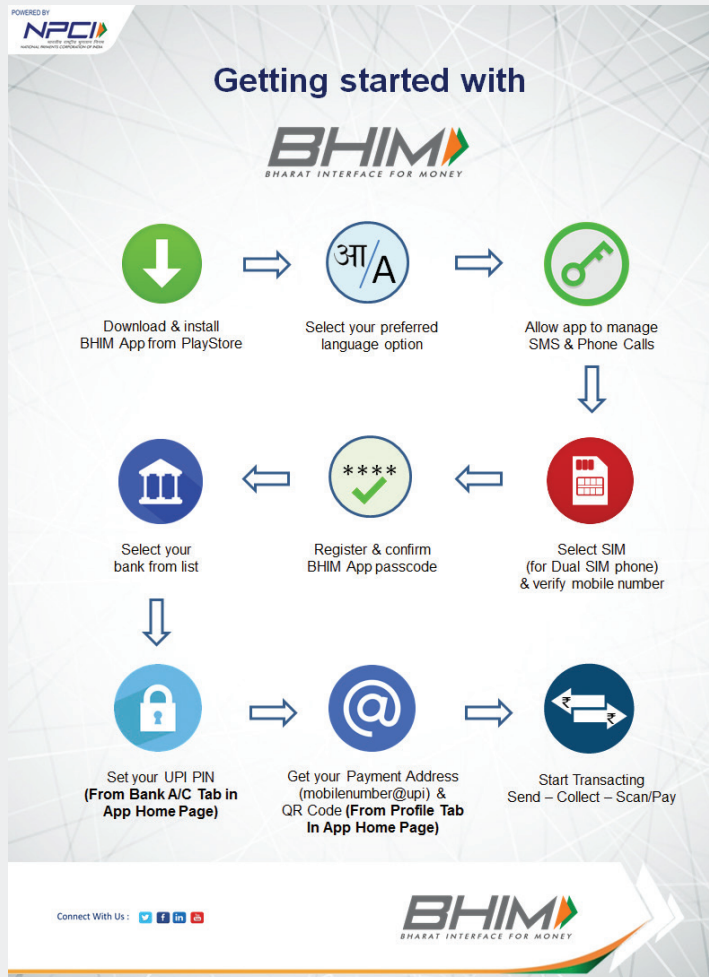
## PM announces daily and first weekly winners of Lucky draw schemes

PM Modi announced winners of the day and first weekly winners of Lucky Grahak Yojana and Digi-Dhan Vyapar Yojana on December 30. PM was accompanied by Mr. A. P. Hota, MD & CEO, NPCI and Mr. S. K. Gupta, Chief Project Advisor, NPCI along with other ministers. Customers using RuPay card, Unified Payments Interface (UPI), USSD based - \*99# and Aadhaar Enabled Payment System (AePS) are eligible to win the prize money.





## Getting Started with BHIM



## Tech Fest

### Smart Brands Engage With Smarter Minds

RuPay & UPI at Techfest 2016 - IIT Bombay

- Techfest** BE SMART, GO CASHLESS WITH **RuPay** **UPI**
- Associate sponsor in Asia's biggest science and technology festival organized by IIT - B
  - Communication of RuPay and UPI brands across the entire 500 acre campus and through IIT sponsored Print Media, PVR screens, Radio spots, Social Media and OOH
  - 1.5 lac+ footfall and 1000+ Unique UPI IDs created in the 3 day event from 16th - 18th Dec
  - High noise and engagement on UPI & RuPay social media channels



### RuPay & UPI Brand Visibility

- 5 times quarter page Techfest advertisement in TOI with RuPay & UPI logo
- 2500 colleges circulated with IIT Techfest Posters with RuPay & UPI logo
- 45,000 Newsletters circulated with RuPay & UPI logo among the engineering students
- RuPay & UPI logo mounted through - 10000 banners on local trains, 60000 banners on Best buses, 60000 banners on AC buses and 4 Bus stops near IIT-B
- RuPay & UPI logo displayed for over 10000 frequencies inside Mumbai-PVR screens
- 6000 seconds announcements on Red FM about Techfest along with RuPay & UPI
- International artists performed in malls in Mumbai where RuPay & UPI were announced
- 6500 followers & 300000 hits on Techfest Twitter page having RuPay & UPI posts
- 250000 views of Techfest video, uploaded on YouTube with RuPay & UPI logos
- Special blog on payment ecosystem (given by NPCI) shared through Techfest FB page
- IIT students interviewed by TOI with RuPay & UPI logo present in backdrop



### ***NFS achieves milestone with 100 direct member banks***

National Financial Switch (NFS) achieved milestone of 100 member banks in the month of December 2016. Idukki District Cooperative Bank was added as the 100th bank in the ecosystem. As on December 7, 2016, NFS network comprise of 745 members which includes 100 direct members, 645 sub-members including Regional Rural Banks (RRBs) and White Label ATM Operators (WLAOs). The network has now over 2,30,000 ATMs. NFS is the largest interoperable ATM network in India which manages more than 95% of the domestic interbank ATM transactions.



### ***AePS crosses 250 million transactions mark***

Aadhaar Enabled Payment Service (AePS) successfully processed 250 million transactions mark in this financial year (2016-17). Currently AePS comprise of 128 entities. One can make basic types of Aadhaar enabled transactions like Balance Enquiry, Cash Withdrawal, Cash Deposit and Aadhaar to Aadhaar Funds Transfer.



### ***IndusInd Bank launches INDUSPAY UPI App***

IndusInd Bank launched Unified Payments Interface enabled app on Google Play Store – INDUSPAY in the previous month. This enables a user to create an email like Virtual Payment Address (VPA) for sending and receiving money. The interface is the advanced version of IMPS which is a 24X7 funds transfer service.



### ***IMPS touches 52 million transactions volume***

Immediate Payment Service (IMPS) recorded over 52 million transactions in the previous month. Peak volume transactions in a day crossed 1.9 million transactions in the month of December. IMPS is an innovative real time payment service that is available round the clock. This service empowers customers to transfer money instantly through banks and RBI authorised Prepaid Payment Instrument Issuers (PPI) across India.

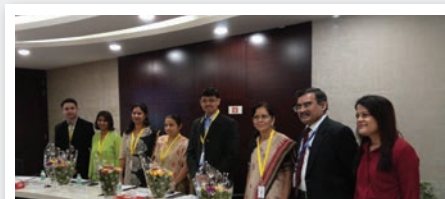


### ***ISO recertifies NPCI***

NPCI has been recertified for ISO 9001:2015 (Quality Management System), ISO 22301:2012 (Business Continuity Management System) and ISO 27001:2013 (Information Security Management System) standard – ANAB accreditation. ISO Recertification audit was conducted by BSI Group India Pvt Ltd. at all NPCI offices and Data Centres. BSI Group India Pvt Ltd. recommended continuity of our ISO certificates for the next three years.

### ***Ramakrishna Bajaj National Quality Award (RBNQA) 2016***

IMC – RBNQA (Indian Merchant Chambers - Ramakrishna Bajaj National Quality Award) Trust assessors conducted three-day site visit at NPCI corporate office in December. NPCI's senior leadership team had a detailed discussion based on RBNQA framework. NPCI was accredited with "Certificate of Merit" in Service Industry by IMC – RBNQA against business excellence criteria set by IMC for award cycle 2015.



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

NPCI Board inducted Mr. Shaji Krishnan V., Chairman, Kerala Gramin Bank as the Nominee Director in a meeting held on December 14, 2016. Mr. Harideesh Kumar B., Nominee Director from Canara Bank resigned from the directorship of NPCI, subsequent to NPCI's Board restructuring. The Board placed on record its appreciation for the valuable advice provided by Mr. Harideesh Kumar B., during his tenure as Director of the Company.



## RuPay e-Commerce

With Government's vision to get digital payments mainstream, NPCI has renewed its efforts in establishing omnipresence as far as e-commerce acceptance is concerned.



**Kaamyabi Manaao, Haq Se.**

### Highlights

1. The transaction volume grew by 64%, while in terms of value there was a 131% spike versus the previous month (November 2016).
2. RuPay e-commerce crossed the 10 Million approved transactions milestone during the month.
3. 29 more issuing banks were made live on RuPay E-commerce. As on date, 310 issuing banks now facilitate e-commerce transactions for their RuPay cardholders.
4. Indian Overseas Bank went live for RuPay e-commerce as an acquirer. 12 acquiring banks are now live.
5. 15 new Government merchants have been made live for RuPay e-commerce acceptance. This includes: NTRP - Non Tax Receipt Portal - Bharatkosh.gov.in, CUGL - Central UP Gas Limited, Paradip Port Trust, Chief Minister Relief Fund – Bihar, Government Receipt Accounting System- Gras.mahakosh.gov.in, Directorate of Plant Protection, Quarantine and Storage, North Bihar Power Distribution Company Limited, Karnataka State Pollution Control Board, Indian Railways - UTS Mobile, VNIT Nagpur, Aligarh Muslim University, Indian Institute of Sciences, NIT Delhi, University of Mysore, University of Bangalore,

## NPCI's Corporate Social Responsibility initiatives



### 'ECO-TECH WORLD SCHOOL PROGRAM' inaugurated under NPCI CSR at Mumbai

Following NPCI's Corporate Social Responsibility vision, 'ECO-TECH WORLD SCHOOL PROGRAM' under NPCI CSR was formally inaugurated today at Paranjape Marathi Vidyalaya, Andheri, Mumbai in association with Parisar Asha NGO.



NPCI has partnered with Parisar Asha NGO for "ECO TECH World school program" that is based on ESAL (Environmental Studies Approach towards Learning). It offers the students and teachers a means of growth in knowledge, learning skills, attitudes and values as part of overall improving quality of education. Paranjape Marathi Vidyalaya and Arvind Gandhabhir schools are been supported for this initiative by NPCI. This is a one year program where students will be trained in different aspects of learning in their regular syllabus with improved teaching methodology.



**NPCI team with Parisar Asha NGO and school staff**



**Material provided**

Ms. Aarati Savur, CEO, Parisar Asha welcomed all dignitaries and introduced about the initiative followed by lamp lighting and a welcome song specially prepared by school children. Ms. Walinjkar, Head, Paranjape primary school described about the program and feedback on teacher's training conducted recently by the NGO recently. Ms. Shweta Barge, CSR Manager then enlightened about CSR vision and mission at NPCI and the prospectus of the program. Mr. Rajeeth Pillai, VP & Head, Business Development shared his views and thoughts in his speech highlighting importance of involvement of teachers in student's life. Ms. Anjalee Javeri, Company Secretary, Mr. Deepak Ramakrishnan, Mr. Sourabh Tomar, Ms. Margaret D'souza and Ms. Ritu Shrama graced the program from NPCI. Mr. Hake, Head, Paranjape secondary school, then thanked all attendees and their contribution. The program was concluded followed by high tea.

POWERED BY



## ONE CARD, MANY OFFERS.



3% Discount on gold and 4% Discount on diamond purchase



Get ₹750/- eCash on one way & ₹1500/- eCash on round trip.  
Use Promo Code - YTRUPAY



25% off on minimum purchase of ₹1099/-  
Use Promo Code-RUPAY25



₹500/- off on a minimum spend of ₹3000/-  
Use Promo Code - SCRUPAY



20% Discount on online purchase & 15% Discount on offline purchase  
Use Promo Code - RUPAY20



Accidental Insurance Cover upto ₹2 lakhs\*  
Only for Platinum Debit Card



₹25/- Cashback on transaction of ₹250/-  
Use Promo Code - OLARUPAY



₹150/- off on min. purchase of ₹699/-  
₹350/- off on min. purchase of ₹1499/-  
Use Promo Code - 1. HURUPAY150 | 2. HURUPAY350



Up to 10% cashback on transaction  
Use Promo Code - CHBKRPAYBUS50



5% off minimum spend of ₹1500/-  
Use Promo Code - GRUPAY



₹1500/- off on online transaction.  
Use Promo Code -ALRUPAY



Domestic Lounge-Free lounge access 8 times every year  
Only for Platinum Debit Card



Cash Back of 5% on payment of Utility Bills for Water, Electricity, Gas and Sanitation  
Only for Platinum Debit Card



International Lounge-Free lounge access twice every year  
Only for Platinum Debit Card



Complimentary Concierge Services and International Travel Assistance  
Only for Platinum Debit Card



Kaamyabi Manaao, Haq Se.

Follow us on: [f](#) [t](#) [y](#) [in](#) | Conditions Apply.