



## FROM THE MD & CEO's DESK

Dear Readers

We would like to welcome you all to the new financial year 2016-17 which began with the launch of the revolutionary, Unified Payments Interface (UPI) which will allow you to integrate your multiple accounts in your smartphone.

The innovative payments platform was launched by the Reserve Bank of India (RBI) governor Dr. Raghuram Rajan on April 11 and the event was attended by eminent bank officials from all over the country. The media covered it widely and the launch has been successful in attracting the attention of various stakeholders in the country.

The system currently has 29 participant banks willing to launch this service for their customers and in the next few months the number of banks will grow further so that the service can be offered pan India. UPI will allow bank customers to download an app of any participating bank through which all their bank accounts can be consolidated and customers will be able to perform transaction seamlessly – as easy as sending an email.

UPI also demonstrates the maturity of NPCI in use of open source technology – both in operating system (Linux) and also database (Postgress). NPCI platforms are gradually becoming database neutral and we have developed flexibility in our solution design.

We have also received the prestigious Golden Peacock Innovative Product / Service Award for Immediate Payment Service (IMPS). This financial year we will see four more launches - RuPay credit card, Bharat Bill Payment System (BBPS), Electronic Toll Collection (ETC) System and National Common Mobility Card. It is a great feeling for us to pioneer these products and we are thankful to each one of you for your good wishes which are helping us in every step.

– A P Hota

## ***NPCI extends eligibility criteria for claiming insurance benefit***



NPCI now qualifies transactions performed on branch channel as one of the eligible parameters for claiming insurance cover. All RuPay cardholders enjoy benefit of accidental insurance of minimum Rs 1 lakh. To avail the benefit, the card has to be used at least once in 90 days by performing one successful financial or non-financial transaction at any payment channel like bank branch, ATM, MicroATM, ecommerce, Point of Sale terminal, Business Correspondent of the bank at locations by any payment instrument. Currently, there are over 260 million RuPay debit cards issued in the country.

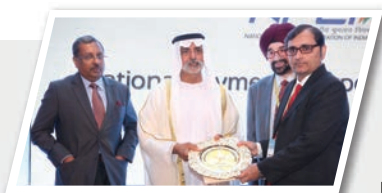
## ***Wallet-linked physical card on RuPay unveiled by UBI***

United Bank of India (UBI) unveiled its prepaid card (virtual and physical) on RuPay platform. Mr. Rajeeth Pillai, VP & Head, Business Development, NPCI along with Mr. P. Srinivas, MD & CEO, UBI, Mr. Sanjay Arya and Mr. K. Venkata Rama Moorthy, EDs of UBI unveiled RuPay Prepaid Card on April 7, 2016. United Wallet can be used for Mobile Recharge, Bill Payment, Fund Transfer, DTH Recharge, and wallet loading from all leading banks. The wallet is available as an app on android platform in addition to the web.



## ***NPCI receives Golden Peacock Award for IMPS***

The Golden Peacock Innovation Product / Service Award for Immediate Payment Service (IMPS) was presented by His Highness Sheikh Nahyan bin Mubarak Al Nahyan, Hon'ble Cabinet Member and Minister of Culture & Knowledge Development, Govt. of UAE on April 19. Mr. Anubhav Sharma, Associate Vice President - Product Development, received the award on behalf of NPCI.



## ***PM presents RuPay Card to e-Rickshaw beneficiaries***

The "Stand up India Scheme" launched to promote entrepreneurship among Scheduled Caste/Schedule Tribe and Women for loans is expected to benefit large number of such entrepreneurs. The range of loan amounts between Rs. 10 Lakhs to Rs. 100 Lakhs. One of the broad features of the scheme is being empowered with RuPay Debit Card for availing working capital.



## ***NPCI signs MoU with MicroSave for Financial Inclusion***

A Memorandum of Understanding (MoU) has been signed between MicroSave and NPCI to initiate collaboration to support the Jan Dhan Yojana, boost digital transactions and to accelerate creation of less-cash economy in India through RuPay, IMPS, AePS and UPI. NPCI will be working with commercial banks and will be supported by MicroSave in this programme. Mr. A. P. Hota, MD & CEO, NPCI, Mr. S. K. Gupta, Chief Project Officer-Financial Inclusion & New Business, NPCI, Mr. Pushpinder Singh, Head-Financial Inclusion & New Business, NPCI, Mr. Puneet Chopra, Associate Director, MicroSave, and Vivek Gupta, Manager, MicroSave were present on the occasion of signing the MoU.

## ***Capital Small Finance Bank starts offering RuPay Platinum Debit Cards***

Capital Small Finance Bank, India's first small finance bank launched RuPay Platinum Debit card for their customers on the first day of starting its operations. Last September, Capital Local Area Bank along with nine other entities were granted 'in-principle' approval by the Reserve Bank of India (RBI) to set up small finance banks in India. The bank had started its association as a sub-member with NPCI by issuing RuPay cards in December 2012 and gradually introduced other NPCI products to its customers. Today, the bank is a direct member for all the NPCI products including RuPay, CTS, IMPS & NACH. The bank is also the first sub-member bank in India to start e-commerce on RuPay and issue EMV cards on RuPay network.



## ***MD & CEO in financial inclusion conference held in Srinagar***

Our MD & CEO Mr. A. P. Hota was a key speaker at the e-financial inclusion-way forward held in Srinagar. The conference helped to prepare a blue print for digital banking plans in the state of Jammu & Kashmir.

## ***NPCI organises Panel for Resolution of Dispute (PRD) conference***

NPCI - PRD Member's Conference was held on March 18 and 19, 2016 at Lonavala. Bank representatives in the PRD (18 Officials from 14 Major Banks) participated in the conference. (SBI, ICICI, UCO Bank, HDFC, Canara Bank, BoI, BoM, BoB, Saraswat Bank, Corporation Bank, Dhanlaxmi Bank, Union Bank, Allahabad Bank, Central Bank). NFS Dispute Management Process including cases referred to PRD and NFS-Technical aspects were discussed and deliberated in the conference. Two banks (ICICI and HDFC Bank) made presentations on best practices to handle ATM customer complaints. The conference concluded with brainstorming session and suggestion from participants for further improving the process at NFS and at member bank's end.



## ***NPCI partners with ICICI to execute ICICI Appathon***

ICICI Bank and the ICICI group companies (ICICI Prudential Life, ICICI Lombard General insurance and ICICI Direct) had invited the developer community, through an online hackathon to build hacks using the APIs on IBM Blue Mix Cloud environment. NPCI was one of the partners to the event which attracted over 2,000 teams to participate. ICICI KEY product was chosen as the runner up in the ICICI Appathon. It used NPCI Unified Payments Interface (UPI) sandbox environment to create a key pad for payments, to enable payment through virtual addresses at the click of a button without even leaving the merchant page. NPCI was awarded for being a co-partner to the event and the award was received by Mr. Vishweshwaran Ramakrishnan, Associate Vice President - Product Development, NPCI.

## ***Highlights on IMPS***

The significance of transferring money on real time basis through Immediate Payment Service (IMPS) is assisting customers in numerous ways. Several banks and RBI authorised Prepaid Payment Instruments (PPIs) have enabled different platforms of IMPS to cater to the customised needs of their customers. As on April 2016, 27 Public Sector Banks, 21 Private Banks, 6 Foreign Banks 64 Co-operative banks and 20 Regional Rural banks have enabled IMPS bringing the total to 134 banks. As far as PPIs are concerned, 21 of them have joined IMPS ecosystem to benefit their customers.

## ***ICICI Bank records 4.5 million IMPS transactions***

ICICI Bank has continued to retain the top position in terms of transaction volumes in the bank / Prepaid Payment Instruments (PPI) category with over 4.5 million transactions in April 2016. IMPS is a 24x7x365 instant interbank electronic fund transfer service offered by NPCI. ICICI Bank crossed the 4 million transaction volume mark on April 27 and has been the first bank to reach this milestone. The transaction volumes stood at 3 million in November 2015 and from there in a span of five months it breached the 4.5 million mark. For ICICI Bank this is the highest volume recorded till date with 16.9% growth compared to March 2016.

## ***Kotak Mahindra Bank crosses 2 million IMPS transactions***

Kotak Mahindra Bank crossed 2 million transaction volumes on IMPS in April. The bank has also initiated a host of initiatives in recent times which includes, IMPS App push on the banking application, theme emailers to select target customers and active mobile users on extended weekends and holidays, auto registration of all NEFT/RTGS registered beneficiaries to IMPS making it common library for customers. Besides that the bank also runs various marketing programs to promote mobile banking app usage.

## ***IMPS extends its services to Regional Rural Bank customers***

Immediate Payment Service (IMPS) extends its reach from Kashmir valley to North Eastern states of India through the network of Regional Rural Banks (RRBs).

**J&K Grameen Bank**, RRB sponsored by Jammu and Kashmir Bank is live on IMPS Person to Account (P2A) – both as Remitter and Beneficiary. The customers of the Bank can now send / receive funds through IMPS channel 24x7 throughout the year including holidays.

**Meghalaya Rural Bank** operating in the 7 districts of Meghalaya state with over 80% of population in rural areas is the first RRB in North-east to go-live on IMPS P2A as beneficiary. Other RRBs in North Eastern states are to follow. Regional Rural Banks with a network of 21,000+ branches in 650 districts of 28 states are now enabling IMPS services for their rural customer base with Banks in Andhra Pradesh, Gujarat, Chhattisgarh, Kerala, Karnataka, Uttar Pradesh, Uttarakhand, Rajasthan and Odisha already IMPS enabled.



**The Bharat Co-operative bank**, a Mumbai based co-operative bank, announced its tie-up with mobile payment app Chillr on Monday March 28, 2016 backed with IMPS service. With this The Bharat Co-operative Bank (Mumbai) has become the first bank in its co-operative segment to partner with Chillr. This association will allow the bank's customers to instantly transfer money to any contact on their phonebook using the Chillr app. Chillr is directly linked to the customer's bank account wherein the user can transfer money to any person with an account in the same bank in India, once he/she downloads the app and registers.

**Kolhapur District Central Co-operative bank** sponsored by ICICI Bank has launched EMV RuPay Debit card by Hon'ble Ex-Chairman of NABARD Mr. Yashawantrao Thorat. District Central Co-operative Banks are taking initiative and positive steps to achieve financial inclusion.



## NPCI presents Unified Payments Interface (UPI) system *UPI to enable next generation immediate push and pull payments seamlessly*

NPCI has launched next generation online payments solution - Unified Payments Interface (UPI) which will leverage trends such as increasing smartphone adoption and deeper penetration of mobile data. UPI will empower users to perform instant push and pull transactions seamlessly which will transform the way people make payments today.

Dr. Raghuram Rajan, Governor, Reserve Bank of India (RBI) launched UPI along with Mr. Nandan Nilekani, Advisor to NPCI, Mr. Balachandran M., Chairman, Mr. A P Hota, MD & CEO and Mr. Dilip Asbe, COO, NPCI in Mumbai.



Mr. A P Hota, MD & CEO, NPCI

The event was embraced by the biggest personalities from banking and finance industry and the stage appeared to be a house of stars with the presence of Mr. Nandan Nilekani, ex-Chairman, UIDAI; Ms. Chanda Kochhar, MD & CEO, ICICI Bank; Ms. Shikha Sharma, MD & CEO, Axis Bank; Mr. Rajnish Kumar, MD, State Bank of India; Mr. Arun Tiwari, CMD, Union Bank of India; Mr. Ashwani Kumar, Chairman, Indian Bankers Association (IBA) and Mr. M V Tanksale, CEO, Indian Bankers Association (IBA). All the dignitaries shared the podium and enlightened everyone on the superior values that UPI will add to our daily life payment needs. UPI is being considered to be a game changer in merchant payments, especially for dealing with cash-on-delivery issues, transaction timeout scenarios or even bill sharing cases. Celebrated personalities from e-commerce industry like Mr. Sachin Bansal, Executive Chairman & Co-founder, Flipkart; Dr. A K Manocha, CMD, IRCTC; Mr. Vijay Shekar Sharma, Founder One97 and PayTM and Mr. Deep Kalra, Chairman and Group CEO, MakeMyTrip spoke on length for addressing the same.



Mr. Nandan Nilekani, Advisor to NPCI



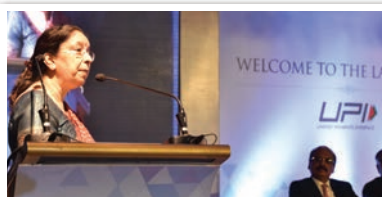
Mr. Balachandran M., Chairman, NPCI



Mr. Arun Tiwari, CMD,  
Union Bank of India



Mr. Rajnish Kumar, MD, State Bank of India



Ms Shikha Sharma, MD & CEO, Axis Bank



Ms Chanda Kochhar, MD & CEO, ICICI Bank



Mr. Sachin Bansal, Executive Chairman & Co-founder, Flipkart



Mr. Vijay Shekar Sharma, Founder One97 and PayTM



Mr. Deep Kalra, Chairman and Group CEO, MakeMyTrip



Mr. Ashwani Kumar, Chairman,  
Indian Bank's Association (IBA)

NPCI product team presented few live demonstrations of use case scenarios of making payment collect and pay requests, merchant payments to the audience and press amidst much applause and appreciation.

Mr. Nandan Nilekani, Advisor to NPCI explained a few UPI use cases and addressed the forum to showcase: How UPI shall change the landscape of Payments in the country. At the event, winners of UPI Hackathon were also felicitated. It was a platform provided for start-up/developer community to accelerate innovation in payments arena in association with Indian Software Product Industry Round Table (ISPIRT).

Vsoft Nerds, CPay, Fundu, Ultra Cash, Enablers emerged as the top five winners of UPI Hackathon.



## RuPay card usage online continues to soar

POWERED BY  
**NPCI**  
भारतीय राष्ट्रीय भुगतान निगम  
NATIONAL PAYMENTS CORPORATION OF INDIA

**SHOP EASY** **SHOP SAFE**

ENTER CARD DETAILS

ENTER OTP

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PROCEED

**Introducing one step OTP authentication for seamless transactions.**

**RuPay**

RuPay e-commerce witnessed a promising start to the new financial year 2015-16. April 2016 saw RuPay e-commerce transactions growing by 12.5% in terms of the value and 12% by volume versus the earlier month i.e. March 2016.

RuPay PaySecure is now live with 9 acquiring and 135 Issuing banks as on date. The customer convenience that e-commerce offers where things are just a click away has definitely aided the adoption of e-commerce transactions.

There is a gradual shift in the usage of e-commerce as an acceptance channel versus Point of Sale (PoS) terminals. E-commerce clocked 54% more transactions for the month of April versus PoS terminals. The apprehension of cardholders to use their cards online seems to be shedding and this indicates a progressive trend for RuPay as a card scheme.

The new transaction flow which requires the cardholder to enter just the card details and an OTP to complete the transaction, has helped in improving success rates by 15% with three banks live for the same as on April 2016. As on date, Bank of Maharashtra, Federal Bank, HDFC Bank, Punjab National Bank, Indian Bank and Punjab and Sind Bank have enabled card +OTP feature for ensuring seamless transactions online.

It is highly recommended that other banks issuing RuPay cards take a cue from this and certify themselves for the new flow. Adding a few more mobile applications to widen its acceptance, RuPay is live with GoAir, Jet Airways, INOX, Fasoos and Box8 apps to name a few.

Currently, RuPay cards are live with over 70,000+ online merchants.



POWERED BY



**IMPS works round the clock even on bank holidays.**

- Instant money transfer
- Available on weekends and bank holidays
- Available 24 X 7 X 365

