



Press Release

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NPCI's BHIM App launches educational videos for new customers

Mumbai: The new customers of National Payments Corporation of India's (NPCI) Bharat Interface for Money (BHIM) application will now be greeted with educational videos on BHIM installation process. An SMS with a video link bit.ly/2ulGgFJ will be sent to the customer who downloads the app for seamless on-boarding.

These videos are created to assist new customers with initial steps of using the app, like verifying their registered SIM card, generating BHIM App's passcode, selecting their bank, generating UPI PIN for making transactions etc.

Mr. A. P. Hota, MD & CEO, NPCI said, "These customer centric initiatives are being taken to encourage consumers to make digital transactions through BHIM instead of using cash. Creating a less-cash society would be easier with the right awareness and education of a customer."

Apart from these initiatives, BHIM referral scheme is also operational now, where the existing BHIM user (referrer) needs to encourage the new BHIM user (referee) to download the BHIM App and enter the referrer's mobile number as the referral code. For both referrer and referee to get their incentive, the referee has to make minimum 3 unique transactions totalling to a minimum value of Rs. 50. On successful completion of the process, the referrer would get Rs.10 and the referee who does the payment would get Rs. 25.

As on June 30, 2017 there are over 16 million BHIM App downloads. Unified Payments Interface is currently enabled with 52 banks.

About NPCI: National Payments Corporation of India (NPCI) is an umbrella organization for all retail payments system in India. It was set up with the guidance and support of the Reserve Bank of India (RBI) and Indian Banks' Association (IBA).

NPCI

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