

NPCI launches 'RuPay Festive Carnival'

- *The campaign unleashes numerous offers on prominent brands for customers to maximize their savings during their festive shopping*
- *Cardholders can avail attractive discounts on shopping at various brands across various categories*
- *Millions of RuPay card users to enjoy contactless, safe and secure payments experience in a new way whilst festive shopping*

Mumbai – October 26, 2020: In an aim to bring in cheer for customers in a new way this festive season, National Payments Corporation of India (NPCI) has announced the launch of 'RuPay Festive Carnival'. This flagship campaign will unequivocally provide compelling benefits and attractive discounts to RuPay users thereby creating a personalized value proposition to suit their varied needs and requirements.

RuPay cardholders can revel in the celebrations by availing attractive offers from not only categories such as health, fitness, education, e-commerce - which are most relevant and significant amid current scenario - but also from dining and food delivery, shopping, entertainment, wellness, pharmacy and others. With RuPay Festive carnival the RuPay card holders are all set to leverage over 600 offers to maximize their savings while shopping with some of the iconic national, regional and local brands.

The Carnival aims to encourage safe, contactless and cashless payments among millions of users and offer a new way of enhancing their overall shopping experience. Customers will be able to avail discounts ranging from 10-65% on top brands such as Amazon, Swiggy, Samsung, P&G, Myntra, Ajo, Flipkart, Shopper's Stop, Lifestyle, Bata, Hamleys, Zee5, Tata Sky, McDonald's Dominos, Dineout Swiggy, Apollo Pharmacy, Netmeds among others, this festive season.

Kunal Kalawatia, Chief of Marketing, NPCI said, "It gives us immense pleasure to announce the RuPay Festive Carnival. With hundreds of exciting offers, specially handpicked to meet the festive demand of our RuPay cardholders, this campaign is all geared up to provide a super saver and memorable festive shopping experience to them. We believe the RuPay Festive Carnival would be able to offer an ultimate shopping delight to the customers with a multitude of offers on various marquee brands for them to choose across categories. We hope that the Carnival's attractive benefits and discounts will augment the festive joy among customers in a new way and at the same time drive the adoption of digital and contactless payments on their festive purchases. With customized benefits and offerings, our constant endeavour at NPCI is to work towards making RuPay the most preferred card among Indian households for all their shopping and day-to-day purchases."

From e-commerce shopping to education, RuPay Festive Carnival offers exciting benefits to customers such as 10% off on Myntra, 65% off on Test Pass from testbook.com, upto 52% off on Samsung's TVs, ACs and smartphones, Rs. 250 off on Me N Moms, 25% off on Bata, 30% off on P&G products to name a few. These handpicked offerings by RuPay will instil optimism, uplift spirits and empower the customers to



celebrate the festive fervour by making lucrative purchases with an additional layer of safety, convenience and comfort.

The details of RuPay Festive Carnival can be accessed at <https://www.rupay.co.in/rupay-festive-carnival-offers>

About NPCI

National Payments Corporation of India (NPCI) was incorporated in 2008 as an umbrella organization for operating retail payments and settlement systems in India. NPCI has created a robust payment and settlement infrastructure in the country. It has changed the way payments are made in India through a bouquet of retail payment products such as RuPay card, Immediate Payment Service (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), BHIM Aadhaar, National Electronic Toll Collection (NETC Fastag) and Bharat BillPay. NPCI also launched UPI 2.0 to offer a more secure and comprehensive services to consumers and merchants.

NPCI is focused on bringing innovations in the retail payment systems through use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payments solutions with nationwide accessibility at minimal cost in furtherance of India's aspiration to be a fully digital society. For more information, visit: <https://www.npci.org.in/>

Corporate contact:

Swagata Gupta
98200 88951
swagata.gupta@npci.org.in

Adfactors PR:

Sumeet Chhabra
9619437559
Sumeet.Chhabra@adfactorspr.com