

Press Release

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NPCI launches Personal AI (PAi) virtual assistant to create consumer awareness

National Payment Corporation of India (NPCI) said that it has launched an artificial intelligence (AI) based Chatbot, PAi, to create awareness around its products like FasTag, RuPay, UPI, AePS on a real time basis. This is yet another NPCI's initiative to improve digital financial inclusion in India.

The AI powered virtual assistant, PAi is available round the clock helping users with access to accurate information on NPCI products. Customers can ask their queries in English and Hindi, via text or voice on the websites of NPCI, RuPay, and UPI Chalega. Through PAi, users get verified automated responses to their queries on all NPCI's products. PAi would also be accessible to global RuPay Cardholders as well.

Kunal Kalawatia, Chief of Marketing, NPCI said, "We are glad to unveil AI-powered PAi for our users. In this fast paced world, addressing user queries is the need of the hour. We believe PAi will create entirely new user experiences that are as natural and easy as conversations, help users know about our products and in-turn promote digital payments."

PAi is developed by Bengaluru based startup CoRover Private Limited whose AI/ML powered NLP chatbot technology has been accessed by 20 Crore+ consumers.

Ankush Sabharwal, Founder & CEO, CoRover said, "As the world changes, Conversational AI will be the core for business continuity and its seamless operations. Chatbots powered by conversational AI brings every customer closer to verified information on their digital payments. CoRover is excited to partner with NPCI and contribute to the vision of building robust digital payment infrastructure for India and the world."

To help increase the adoption of digital payments among Indian citizens, PAi will soon be available in several regional languages of India.

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

swagata.gupta@npci.org.in

98200 88951

Adfactors PR:

Sumeet Chhabra

9619437559

Sumeet.Chhabra@adfactorspr.com