

## City Union Bank Launches 'RuPay On-the-Go' Contactless Solution in Collaboration with NPCI

*The keychain supports fast and convenient payments, with users simply having to bring their keychain close to the retailer's PoS*

**Mumbai/Chennai – December 8, 2021: City Union Bank(CUB)** in collaboration with **National Payments Corporation of India(NPCI)** has today announced the launch of **RuPay On-the-Go contactless keychain** for its Debit card customers. CUB is launching this payment mode to enable customers to make **Payments on the Go**.

The solution allows the bank's customers to carry payment cards on their keychains, making for fast and convenient payments upto INR 5000 without entering a PIN. Customers would be required to hold the keychain in front of the Point of sale devices (PoS) during payment similar to tapping the card on PS. For payments above INR 5000, customers need to tap, followed by their PIN. Currently, the keychain will be linked to the Operative account of the customers. However, as part of the second phase of the launch, CUB is planning to integrate the keychains with Prepaid/Credit cards to serve non-CUB customers as well.



CUB has always been at the forefront of advanced technology solutions to meet various transactional needs of customers. CUB has also been issuing contactless cards and the usage of these cards boomed during the pandemic. Tap, pay, go payments is also a growing trend since the transaction can be completed quickly and fully secure at the counters/merchant outlets where there is a queue system.

**G.Sankaran, CIO from City Union Bank said,** “City Union Bank is delighted to associate with NPCI to launch our RuPay On-the-Go solution. This Contactless Keychain will be part of their daily lifestyle and enable customers to Tap and make cashless payments securely. This would increase digital payment behavior among the younger generation and student community which enables faster check out and less waiting in queue with control to set limit, enable/disable on the usage through Net/Mobile banking – “All in one APP”

**Mr. Rajeeth Pillai, Chief Relationship Management & Marketing, NPCI** said, “We are happy to associate with City Union Bank to launch the cutting edge RuPay On-the-Go Keychain to enable seamless payments. Contactless payments are growing at a rapid pace and soon “Tap, pay, go” may become the new mantra of the payments with futuristic technology innovations. At NPCI, we are constantly developing innovative propositions that enable customers to make convenient, secure, contactless payments.”

### Key Features

- Customer can enable & Disable the keychain to make payment as and when needed using CUB's Net Banking or Mobile Banking
- Customers can set their own per day limit, per transaction limit from CUB's Net Banking or Mobile Banking
- Fully self-assisted model and to be managed by the customer
- SMS will be sent for each transaction to the registered mobile number
- Keychain can be blocked immediately by calling our Customer Care/by sending SMS/Net/Mobile Banking, if needed

The Keychain can be requested through Netbanking/ Mobile banking and also at our Branches.

### **About City Union Bank**

CityUnionBankLtd.,the oldest Private Sector Bank in India, was founded on October 31,1904 and is head quartered at Kumbakonam, TamilNadu, India. The Bank is actively collaborating with Fintechs to deliver the best-in-class digital solutons to their customers. The bank provides latest technology solutions like “All in One APP” with Multilingual Voice Bot, Introduction of Humanoid Banking Bot, Inter Operable Cardless Cash Withdrawal using UPI QR code, Digital Customer Onboarding through Video KYC.

### **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 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/>

#### **Media contact:**

Shruti Singh

9654497747

[shruti.singh@npci.org.in](mailto:shruti.singh@npci.org.in)