

## **NPCI partners with Badshah to release a new rap anthem ‘Life Hai Wow’**

*NPCI worked with YAAP - a super specialized content company that collaborated with Badshah to develop the song that is all set to sweep the nation!*

**Mumbai, 27 June 2022: National Payments Corporation of India (NPCI)** has partnered with the Indian rap icon Badshah to curate a song to promote the UPI AUTOPAY feature. The rap anthem ‘**Life Hai Wow**’ is inspired by the company’s overarching mission of helping improve people’s lives with innovative payment solutions. The campaign is an extension of NPCI’s long-standing UPI Chalega campaign which has already featured stars like Virat Kohli, Ranveer Singh, Jacqueline Fernandez, Dulquer Salmaan, and many more.

**Rajeeth Pillai, Chief Relationship Management and Marketing at NPCI** said, “*We are absolutely delighted to collaborate with India’s leading rap icon Badshah to amplify the reach of UPI AUTOPAY feature. We believe UPI AUTOPAY to be a game-changer as it brings in business efficiency for merchants across categories and provides maximum convenience to consumers for their recurring payments. This campaign is the natural next step for us to reach our audiences and impact as many lives as possible.*”

The song is available to stream across YouTube and all popular music streaming platforms including Spotify and Apple music. The song was conceptualized and created by YAAP, a specialized content company in collaboration with Badshah.

*“UPI AUTOPAY is a revolutionary feature that’s here to change the game and it was important to us we talk about it in a way that gets people excited! Collaborating with the musical talent of Badshah’s caliber really elevated the creative development process and made this project an absolute treat to put together!”* said **Manan Kapur, Senior Partner at YAAP.**

With UPI AUTOPAY, customers can set auto-debit mandates for everything from utility bills to mobile recharge and even financial investments, and make their life truly wow. Customers can generate mandates in real-time and payments will get deducted automatically on the authorised date irrespective of the payment frequency - onetime, daily, weekly, fortnightly, monthly, bi-monthly, quarterly, half-yearly, or yearly. They can also create, modify, pause as well as revoke auto-debit mandates per their requirements.

Anthem Link: <https://youtu.be/HvCGvhxZbRQ>

### **About YAAP**

YAAP is a new-age, specialized content company that brings together technology, data and content to deliver high quality creative solutions. YAAP has a presence in 7 cities across 3 different countries and has worked with likes of the NPCI, Visit Dubai, SBI Cards, Coca Cola, Digital India, NITI Aayog, ITC Hotels, MPL & MPL among others.

**For more information, request for an interview or any other information, do reach out to:**

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### **About NPCI**

**National Payments Corporation of India (NPCI)** was incorporated in 2008 as an umbrella organisation for operating retail payments and settlement systems in India. An initiative of RBI and IBA under the provisions of the Payment and Settlement Systems Act, 2007, NPCI has changed the way payments are made in India through a bouquet of retail payment products such as [Bharat BillPay](#), [RuPay card](#), [Immediate Payment Service \(IMPS\)](#), [Unified Payments Interface \(UPI\)](#), [National Electronic Toll Collection \(NETC\)](#) and others. 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.

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