

BOB Financial, the Credit Card arm of Bank of Baroda opens up its entire RuPay Credit Card base for linking on UPI

Mumbai, May 31, 2023: BOB Financial Solutions Limited (BFSL), a wholly owned subsidiary of **Bank of Baroda**, and **National Payments Corporation of India (NPCI)** today announced that Bank of Baroda Credit Card customers can now use their RuPay Credit Cards on UPI with BHIM and other UPI enabled Apps. BOB Financial is one of the largest issuers of RuPay Credit Cards in the ecosystem.

This enablement would open doors for Bank of Baroda RuPay Credit Card users to transact across all the merchant outlets with QR codes and POS devices in the country backed by convenience and security assurance of UPI.

On the occasion, **Sanjiv Chadha, Managing Director & CEO, Bank of Baroda**, said, “UPI has revolutionised payments in the country and BOB Financial is pleased to partner NPCI in enabling credit card transactions on UPI on the Bank of Baroda RuPay credit cards. Credit Card on UPI gives our customers access to the ease and convenience of transacting on UPI while they continue to enjoy the benefits of a credit card. And they do not even have to carry the card with them. With this launch, we expect a significant rise in the use cases for making payments via credit cards, resulting in our cardholders engaging much more with their Bank of Baroda RuPay Credit Card.”

Commenting on the announcement **Dilip Asbe, Managing Director & CEO, NPCI** added, “UPI, India’s very own payment system, has witnessed a journey to be one of the most popular system in India and now embarking its global journey. The addition of Bank of Baroda Credit Cards on UPI rails is a big milestone in the growth trajectory of both RuPay and UPI. RuPay Credit Cards’ linking with UPI is transforming the way in which the credit consumption is perceived by the users in the country. The seamless and digitally enabled lifecycle of a credit card utility for a customer, with the added benefits of rewards shall catalyse our dream of underwriting every Indian.”

Bank of Baroda RuPay Credit Card customers can now directly link their credit cards with the UPI applications of their choice, such as BHIM, PhonePe, Paytm, Google Pay, Slice, MobiKwik and PayZapp.

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 is focused on bringing innovations in the retail payment systems through the use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payment 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/>

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About BOB Financial Solutions Limited:

BOB Financial Solutions Limited was established in the year 1994. It is a Non-Banking Financial Company, wholly owned by Bank of Baroda. The Company’s primary business is in credit cards with its key differentiator being simple, easy-to-understand products that are fairly priced, efficiently serviced, and can easily be availed through a digital-all application process. A pioneer in the space of credit cards, BOB Financial offers an array of products catering to all segments of customers including Shopping Cards, Travel Cards, Card for Defence Personnel, Cards for Professionals like ICAI, ICMAI & ICSI, co-branded cards with HPCL, Snapdeal, IRCTC, Premium Lifestyle cards like Eterna, Premier, and more such exciting variants. It is leveraging state-of-the-art technology to provide unique payment solutions to its customers.

For more information, visit www.bobfinancial.com
