



JCB partners with NPCI to offer 40% cashback for RuPay JCB Cardholders for in-store purchases* in UAE, Thailand, Malaysia and Spain

All RuPay JCB Debit & Credit Cardholders will be offered 40% cashback on in-store purchases in the UAE, Thailand, Malaysia and Spain

MUMBAI/TOKYO, May 19, 2023: RuPay and JCB International Co. Ltd. have announced the third phase of its limited-time cashback campaign for all RuPay JCB Debit and Credit Cardholders. JCB International Co. Ltd. is the international operations subsidiary of JCB Co. Ltd., Japan's only international payment brand. During the offer period, customers using a RuPay JCB Card will receive 40% cashback on purchases made at retail stores in the UAE, Thailand, Malaysia, and Spain. The offer will be valid from May 15 to August 15, 2023.**

The maximum cashback amount per transaction is INR 3,000, with an overall cap of INR 15,000 per card during the offer period. Detailed T&Cs can be referred to at <https://www.rupay.co.in/rupay-international-offers>.

Yo Sato, Senior Vice President, JCB International Co. Ltd., said, *“Continuing on our journey to offer unparalleled experiences to our cardmembers, we are delighted to announce the launch of our third cashback campaign in the UAE, Thailand, Malaysia, and Spain. During summer holidays, we anticipate a high flow of tourists to these locations and this offer will make our cardmembers’ vacation more rewarding and memorable when they shop at merchant outlets in these locations.”*

Denny V. Thomas, Head- RuPay, NPCI said, *“Given our strong commitment towards making RuPay global, we are happy to announce the cashback offer in partnership with JCB. The first two legs of the cashback campaign were introduced last year and basis the good response we have now extended the offer in UAE, Thailand, Malaysia & Spain.”*

For the promotion details, please visit:

<https://www.rupay.co.in/rupay-international-offers>

* In-store purchase means a face-to-face Point of Sale transaction made at a merchant location.

** NPCI reserves the right to change/modify the scheme without recourse to anyone or without any pre-notification.

About JCB

JCB is a major global payment brand and a leading credit card issuer and acquirer in Japan. JCB launched its card business in Japan in 1961 and began expanding worldwide in 1981. Its acceptance network includes about 41 million merchants around the world. JCB issues cards across various countries and regions internationally with more than 150 million card members. As part of its international growth strategy, JCB has formed alliances with hundreds of leading banks and financial institutions globally to increase its merchant coverage and card member base. As a comprehensive payment solution provider, JCB commits to providing responsive and high-quality service and products to all customers worldwide.

For more information, please visit: www.global.jcb/en/



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Media Contact for JCB:

Ayaka Nakajima
Corporate Communications
+81-3-5778-8353
jcb-pr@info.jcb.co.jp

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 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 for NPCI:

Ankur Dahiya
Lead – External Communications
+91 98609 98788
ankur.dahiya@npci.org.in
