

## ***NPCI Launches 3<sup>rd</sup> Edition of UPI Adoption and Safety Awareness Campaign – “UPI Chalega”***

Dedicated microsite [www.upichalega.com](http://www.upichalega.com) to provide users with updates on the UPI ecosystem

- UPI LITE
- UPI AUTOPAY
- UPI Interoperability

**Mumbai, 11 August 2023:** National Payments Corporation of India (NPCI) has launched the third edition of the UPI Safety Awareness Campaign, "UPI Chalega," in collaboration with key players in the payments ecosystem. The campaign aims to promote UPI as an easy, safe, and instant mode of payment. It also educates users about various features such as UPI LITE, that enables swift low value transactions, UPI AUTOPAY, which allows secure and convenient recurring payments using any UPI application, and UPI Interoperability, which facilitates seamless money transfers between all UPI-enabled applications.

Over the years, UPI has revolutionized digital payments, witnessing a phenomenal increase in both transaction value and volume. The UPI Chalega campaign was launched in 2020 under the guidance of the Financial Literacy Advisory Committee (FLAC). UPI Chalega Campaign 1.0 and 2.0 played a crucial role in expanding UPI's outreach, educating users about its safety, and enhancing its ease of use for various transactions, making it the preferred choice for payments.

UPI Chalega 3.0 continues its mission to drive UPI adoption and safe usage through engaging initiatives. The snapshots of the #UPIWaliShaadi commercials showcase a grand Indian wedding wherein a gracious Mrs. Rao ensures flawless execution of every event. When an exuberant *uncleji* caught in the rhythm of the *baarat* faces a challenge as he lacks small change to tip the band members individually, she guides him to conveniently make such micro-payments through super-fast UPI LITE on his smartphone. During the enchanting Sangeet Night, when the music falters due to the DJ's expired subscription, Mrs. Rao offers a clever solution – utilizing UPI AUTOPAY to automate the subscription renewal. She also comes to the rescue of the puzzled groom who must reimburse his mischievous sisters-in-law to reclaim his stolen shoes but lacks cash and awareness of making UPI payments to different payment apps. She imparts a savvy suggestion – leveraging UPI's interoperability feature for effortless payments from any payment app to any other UPI-enabled counterpart.

These relatable and endearing vignettes serve as a delightful platform to enlighten the audience about UPI's innovative facets. The ultimate goal of the campaign is to boost overall brand awareness of UPI, amplify understanding of its features, and encourage wider adoption among new users.

A dedicated microsite, [www.upichalega.com](http://www.upichalega.com), has also been created that serves as a valuable resource hub offering engaging TVCs, informative 'How to' videos, details about participating banks and third-party apps, and dynamic social feeds. Users can access comprehensive information about UPI services such as UPI LITE, UPI AutoPay, and Interoperability through detailed videos on how to enable, set-up, and use these services.

**Praveena Rai, Chief Operating Officer, NPCI, said,** *“We at NPCI are thrilled to unveil the third edition of our popular ‘UPI Chalega’ campaign. This dedicated initiative, developed in collaboration with key stakeholders in the payments ecosystem, aims to educate users about the seamless adoption of digital*

*payments using UPI. Through this campaign, we strive to instill confidence in users, empowering them to make secure and hassle-free transactions with UPI and experience the true potential of this transformative payment platform."*

**Sujit Ganguli, Head - Corporate Brand and Communications, ICICI Bank**, said, *"UPI payments have seen an exceptional growth in the last few years, making it the largest digital payment instrument. The third edition of the 'UPI Chalega' campaign aims to take usage of UPI to the next level by offering new use cases. The newly launched features of interoperability among various payment apps, low-value quick-payments, and autopay facility on UPI, will expand the digital payments market and bring in new users as well as benefit the existing users. The campaign has used humour to break the clutter and get noticed among customers. I do hope that this campaign will play an important role in making the UPI ecosystem larger and more widely used."*

**Mr. Sukesh Nayak - Chief Creative Officer - Ogilvy India**, said, *"This time when we decided to take the already popular 'UPI Chalega' campaign forward we zeroed in on a simple approach. We put Mrs. Rao, the mouthpiece that we have created, bang in the middle of a family wedding. She introduces the versatility of UPI through three situations in the wedding and shows how UPI can be deployed for different kinds of payments. From transferring the money for shagun to giving shagun to musicians during the baarat or activating UPI for non-stop automatic payments. Mrs. Rao interjects and saves the day in her characteristic style with a dash of humor and a refrain that builds the fact that UPI Chalega, in any situation."*

The 360-degree campaign utilizes various media channels, including television, radio, OTT, outdoor, influencers, digital, and social media, to reach a broader audience and promote the ecosystem-driven campaign.

To learn more about the UPI Chalega 3.0 campaign and UPI-enabled payments, visit [www.upichalega.com](http://www.upichalega.com).

#### **TVC Links:**

UPI LITE - <https://youtu.be/ry0PhH3xRog>

UPI AUTOPAY - [https://youtu.be/HZaVKfz61\\_w](https://youtu.be/HZaVKfz61_w)

UPI Interoperability - <https://youtu.be/8XpQXopjDNU>

#### **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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