

HDFC Bank RuPay Credit Cards now live on UPI

Greater convenience and flexibility puts more power in the hands of credit card customers

Mumbai, 16 February 2023: HDFC Bank and National Payments Corporation of India (NPCI) today announced that HDFC Bank customers can now use their RuPay Credit Card on UPI with BHIM App and other UPI-enabled apps. With this linkage, HDFC Bank is the first private sector bank in the country to go live on UPI with its RuPay Credit Card.

HDFC Bank RuPay Credit Cards will be linked to a UPI ID, thus directly enabling safe, and secure payment transactions.

HDFC Bank customers will benefit from the increased opportunity to use their credit cards on UPI, and merchants will benefit from the increase in consumption by being part of the credit ecosystem with the acceptance of credit cards using assets like QR codes.

Parag Rao, Country Head, Payments, Consumer Finance, Technology and Digital Banking, HDFC Bank, said, “With the linkage of HDFC Bank’s RuPay Credit Cards to the UPI network, we are able to offer our customers even more flexibility and convenience to make digital payments. As India’s largest card issuer, it is our constant endeavour to ensure that our customers are able to choose the option that best suits their changing needs. Over time we are certain this will further enhance the payments landscape and we are honoured to be the first private sector bank to partner with NPCI for this initiative.”

Commenting on the announcement Praveena Rai, COO, NPCI said, “We are delighted to onboard HDFC Bank RuPay Credit Card customers to experience this path-breaking digital payments solution. We believe linking **RuPay Credit Card on UPI** to be a game-changer for the ecosystem and will give impetus to the adoption of UPI across businesses with multiple use cases. It will provide a seamless, digitally enabled credit card lifecycle experience to the customers and will enable consumers to make QR-based, e-commerce payments using the credit card on UPI which will fuel further economic growth.”

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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