

**RuPay JCB Debit and Credit Cardholders can now avail 25% cashback on in-store purchases\* in Indonesia, Malaysia, Singapore, Spain, Sri Lanka, Thailand, USA and Vietnam**

*The offer will be valid from May 1, 2024 to July 31, 2024*

**MUMBAI/TOKYO, 30 April 2024: RuPay in partnership with JCB International Co. Ltd.**, has announced the fourth phase of its limited-time special cashback offer scheme for all RuPay JCB Debit and Credit Cardholders. **JCB International Co. Ltd.** is the international operations subsidiary of JCB Co. Ltd., Japan's leading international payment brand. During the offer period, customers using a RuPay JCB Card will receive a 25% cashback on purchases made at retail stores in Indonesia, Malaysia, Singapore, Spain, Sri Lanka, Thailand, USA and Vietnam. The offer will be valid from May 1, 2024 to July 31, 2024. \*\*

The maximum cashback amount per transaction will be ₹3,000, with an overall cap of ₹15,000 per card during the offer period.

**Kunal Kalawatia, Chief of Products, NPCI said,** *“With the onset of the summer and accompanying academic holidays, we expect an influx of Indian tourists travelling to exciting destinations around the world. In line with this, and the growing demand for RuPay credit cards, we are thrilled to announce the latest leg of the RuPay JCB cashback campaign. Furthermore, with a growing international acceptance network for RuPay, we hope to continue providing such attractive offers in more regions in the future.”*

**Yo Sato, Senior Vice President, JCB International Co. Ltd., said,** *“To continue delighting our RuPay JCB Debit and Credit Card holders, we are proud to announce the launch of the fourth cashback campaign in a total 8 countries and territories this time. All RuPay JCB Debit & Credit card holders can now enjoy 25% cashback on their face-to-face transactions while travelling to popular summer travel destinations. We are sure that this offer will make our cardmember's vacation more rewarding and memorable when they shop at any merchant outlet in these locations.”*

This cashback initiative is part of RuPay and JCB's broader strategy to expand their footprint in the global payment market, aiming to build a more extensive network and introduce more such lucrative offers in future. Their commitment to improving customer satisfaction and incentivizing international spending remains a top priority.

For the promotion details and T&C, please visit: <https://www.rupay.co.in/jcb-cashback-campaign>

\* 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.

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**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), Aadhaar Enabled Payment System (AePS), National Electronic Toll Collection (NETC) and Bharat BillPay.



Uniquely Yours



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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