

## RuPay Unveils 'Link it, Forget it' Campaign at IPL 2024 to Promote RuPay Credit Card on UPI

- *RuPay is an associate partner for TATA IPL 2024*
- *The campaign will engage with audience playfully demonstrating how linking RuPay credit cards to UPI eradicates the necessity of carrying a wallet*

**Mumbai, 18 April 2024: National Payments Corporation of India (NPCI)** unveils 'RuPay – Link it, Forget it' campaign at Indian Premier League (IPL). Conceptualized by DDB Mudra Group, the campaign aims at increasing awareness about RuPay Credit cards which can be linked to a UPI ID, thus directly enabling safe, and secure payments.

With the introduction of RuPay Credit Card on UPI, the concept of purposely leaving the physical wallet isn't just a convenience; it's becoming a lifestyle. The enthusiastic acceptance and love from the audience for this feature underscore its significance. Consumers are marvelling at the freedom and security of making transactions with just their mobile phones, hailing it as a significant step forward in digital payment convenience.

The 'Link It, Forget It' campaign featuring the vibrant Shankar Mahadevan and others, humorously suggests that leaving your wallet at home is no longer a concern. Having a RuPay Credit Card makes your wallet so redundant that you must remember to forget it at home. The Ads bring behaviors to light where characters simply forgot to forget their wallets at home and awkwardness ensued.

This narrative was woven through with comedic moments which landed a clear call-to-action for the viewer - With RuPay, there's credit in forgetting the wallet. As part of the campaign, more Ad films will be released throughout the league season.

Commenting on the campaign, **Ramesh Yadav, Chief Marketing Officer, NPCI**, said, "RuPay's innovative offering of linking credit cards on UPI marks a transformative moment in the payments space, fundamentally altering how credit cards are perceived and used. Through the 'Link it, Forget it' campaign, RuPay is not just presenting a different payment method but also positioning itself as simple yet essential go-to choice in the gamut of options available today. The novelty, ease of use, coupled with a rewarding journey on every transaction are what sets the brand apart and makes it more than just a credit card. This ingenious strategy signifies a remarkable shift in consumer payment behaviour and highlights our unwavering commitment to enhancing convenience through technological advancements and expanding the accessibility of digital payments. So, link your RuPay credit cards to UPI and leave your bulky wallets at home."

**Rahul Mathew CCO & Executive Director, DDB Mudra Group**, said, "A credit card that works on UPI is not just a game-changer, but also behavior-changing. It lets you ditch your wallet and still enjoy all the benefits of a credit card. Through this campaign, we are urging people to break the habit of carrying cards and opt for RuPay instead. And told it through fun stories around forgetting to forget your wallet."

Customers can link RuPay credit cards with their preferred UPI apps including BHIM and enjoy the convenience of UPI alongside the benefits of credit cards. Simply ask for RuPay credit card from your bank to enjoy seamless transactions with UPI. For more details, visit our website.

**Link to Campaign Films:** [Shankar Mahadevan - The Trophy Trouble](#) | [The Girls Trip](#)

### **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.

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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