

## **NPCI Launches 'RuPay On-The-Go' Campaign to Promote Efficient and Seamless Transit Across India with RuPay**

**Mumbai, 09 December 2024:** The National Payments Corporation of India (NPCI) has launched its latest campaign, '[RuPay On-The-Go](#),' to promote awareness and adoption of the RuPay National Common Mobility Card (NPMC). This campaign positions RuPay NPMC as the ultimate payment solution for transit, delivering unmatched speed, convenience, and ease of use.

The RuPay NPMC is an innovative payment solution that addresses the challenges of India's transit ticketing systems. With its unified, open-loop, and interoperable design, the card consolidates payments for metro, bus, tolls, parking, and retail into a single, seamless solution. With the stored value function, travellers enjoy swift, offline transactions, ensuring a quick and uninterrupted journey, even without internet connectivity.

RuPay NPMC operates across a growing list of transit networks, including metros in cities like Mumbai, Delhi, Bengaluru, Chennai, Ahmedabad, and Kanpur, as well as bus services in cities like Mumbai (B.E.S.T), Guwahati, Haryana, Jammu, Srinagar, Himachal and Aurangabad.

The 'RuPay On-The-Go' campaign highlights RuPay NPMC's role as the ideal companion for dynamic individuals who value time and efficiency. By enabling multimodal utility across metros and buses, the campaign connects seamlessly with the everyday needs of commuters. The contactless symbol on RuPay cards reinforces its association with public transit, while the card's versatility as both a transit and payment solution, cements its position as a go-to choice for modern, on-the-move lifestyles.

**Kunal Kalawatia, Chief of Products, NPCI**, said, *"RuPay On-The-Go transforms public transportation in India, offering a quick and convenient transit payment solution. It's not just a payment method, it's a lifestyle enabler. Designed for those who push boundaries and demand more from every moment, this campaign positions RuPay as the perfect partner for efficient and seamless transit. By expanding this contactless payment option across metros and buses, we are committed to making the daily commute smoother for millions across the country."*

For further information on obtaining a RuPay NPMC card, users can visit participating banks, metro stations, or designated transport offices to get started on their seamless transit journey.

### **About NPCI:**

National Payments Corporation of India (NPCI) was incorporated in 2008 as an umbrella organisation 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 Connect.

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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