

RuPay Cardholders Get Early Access to IPL Tickets with Exclusive Window

- *Ticketing window for Qualifier 1, Eliminator, and Qualifier 2 opens on 14th May at 6 pm*
- *Ticketing window for the Finals opens on 20th May at 6 pm*
- *RuPay is an associate partner for TATA IPL 2024*

Mumbai, May 14, 2024: National Payments Corporation of India (NPCI) is pleased to announce a special privilege for RuPay card customers, granting them exclusive early access to purchase tickets for the upcoming Indian Premier League (IPL) play-offs and finals.

Starting May 14th at 6 PM, RuPay cardholders will have the opportunity to secure tickets for highly anticipated matchups including Qualifier 1, the Eliminator, and Qualifier 2 before they become available to the general public. This exclusive access extends to the IPL Finals, with the ticketing window opening on May 20th at 6 PM.

For the third consecutive year, backed by strong and overwhelming demand in previous seasons, this privileged ticketing window exemplifies RuPay's commitment to providing unparalleled benefits to its cardholders. This initiative guarantees a hassle-free and secure ticket-purchasing experience via Paytm Insider, allowing fans to effortlessly book their spots at these high-octane matches.

Commenting on the offer, **Ramesh Yadav, Chief of Marketing, NPCI**, said, "RuPay has always believed in delivering exceptional and tailored experiences to our cardholders. Our commitment extends beyond transactions; we actively support sports, celebrating the passion and excitement it brings. As cricket fever surges, we are thrilled to offer RuPay cardholders exclusive early access to IPL tickets. This initiative is a testament to our ongoing endeavour to deliver extraordinary benefits and privileges to our valued customers, reinforcing our dedication to their satisfaction and delight."

RuPay card customers are encouraged to take advantage of this exclusive offering to secure their seats for the IPL playoff matches well in advance.

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/>

For media inquiries, please contact:

Ankur Dahiya (NPCI) ankur.dahiya@npci.org.in	Joelle Fernandes (Adfactors PR) joelle.fernandes@adfactorspr.com
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