

## **RuPay JCB cardholders can now avail 25% cashback for in-store purchases\* in Japan, South Korea, Malaysia, Sri Lanka, Vietnam, Singapore, Thailand, and Hong Kong**

*The offer is valid from June 15, 2025, till August 31, 2025\*\**

**Mumbai, 16 June, 2025:** [RuPay](#), a global card payment network from India, in partnership with JCB International Co. Ltd., the international operations subsidiary of JCB Co., Ltd., Japan's leading international payment brand, has announced a limited-time cashback offer for all RuPay JCB Debit & Credit cardholders. With the offer, cardholders using RuPay JCB Cards will receive 25% cashback for Point of Sale (POS) transactions at stores in **Japan, South Korea, Malaysia, Sri Lanka, Vietnam, Singapore, Thailand, and Hong Kong** till August 31, 2025.

A cardholder needs to perform a minimum of 2 transactions in these countries to become eligible for the cashback. The maximum eligible cashback per transaction is ₹1,500, with a total cap of ₹15,000 per card during the offer period. For promotion details and T&Cs, please visit <https://www.rupay.co.in/rupay-jcb-cashback-offer>

**Commenting on the initiative, Kunal Kalawatia, Chief of Products, NPCI,** said, *“As RuPay strengthens its international presence, this collaboration with JCB reflects our commitment to delivering seamless and rewarding payment experiences across key travel destinations in Asia. With a surge in travel and outbound tourism, our expanded cashback offer empowers RuPay JCB cardholders to enjoy smarter spending and greater value across eight vibrant countries.”*

**Yutaro Shimizu, Senior Vice President, JCB International Co. Ltd.,** said, *“As part of our continued commitment to enhancing cardholder experiences, we are pleased to announce the launch of our sixth international cashback campaign, covering eight popular travel destinations — **Japan, South Korea, Malaysia, Sri Lanka, Vietnam, Singapore, Thailand, & Hong Kong**. With wide global acceptance of JCB, RuPay JCB Debit and Credit cardholders can now enjoy 25% cashback on all face-to-face purchases made while exploring these preferred international getaways. From vibrant local markets to premium retail experiences, RuPay JCB enhances every shopping moment, allowing travelers to spend smartly and make unforgettable memories abroad. Enjoy the world with RuPay JCB, your trusted global payment companion.”*

\* 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.

### **About NPCI:**

National Payments Corporation of India (NPCI) is the central body responsible for overseeing retail payments and settlement systems in India. It is established by the Reserve Bank of India (RBI) and the Indian Banks' Association (IBA). The Company is focused on bringing innovations in the retail payment systems by using technology for achieving greater efficiency in operations and widening the reach of payment systems. NPCI is committed to harnessing the transformative potential of deep tech, creating an ecosystem that fosters collaboration to work on breakthrough technologies. Underlining its commitment to service, NPCI has been incorporated as a “Not for Profit” Company to provide infrastructure to the entire



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Banking system in India for physical as well as electronic payment and settlement systems.

NPCI has made a profound impact on India's retail payment landscape, focusing on creating robust, efficient, and inclusive payment and settlement solutions. NPCI has been instrumental in introducing a range of products that have revolutionised retail payment systems. These include [Unified Payments Interface \(UPI\)](#), [RuPay](#), [National Automated Clearing House \(NACH\)](#), [Immediate Payment Service \(IMPS\)](#), [National Electronic Toll Collection \(NETC\)](#), [Aadhaar Enabled Payment System \(AePS\)](#), [e-RUPI](#) and more. Each of these products has contributed significantly to enhance the efficiency and accessibility of payment systems in India, ultimately propelling financial inclusion.

NPCI has played a fundamental role in establishing the foundation for India's rapidly growing digital payments ecosystem, projecting the country onto the global stage.

NPCI has three wholly owned subsidiaries – [NPCI International Payments Limited \(NIPL\)](#) and [NPCI Bharat BillPay Limited \(NBBL\)](#) and [NPCI BHIM Services Limited \(NBSL\)](#), established in pursuance of NPCI Board & RBI approval.

For more information visit: <https://www.npci.org.in/>

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**About JCB:**

JCB is a major global payment brand and a leading credit card issuer and acquirer in Japan. JCB launched its card business in Japan in 1961 and began expanding worldwide in 1981. Its acceptance network includes about 56 million merchants around the world. JCB Cards are now issued mainly in Asian countries and territories, with more than 169 million cardmembers. As part of its international growth strategy, JCB has formed alliances with hundreds of leading banks and financial institutions globally to increase its merchant coverage and cardmember base. As a comprehensive payment solution provider, JCB commits to providing responsive and high-quality service and products to all customers worldwide.

For more information, please visit: [www.global.jcb/en](http://www.global.jcb/en)