

Circular: RuPay/ 2015-16/ 002

April 07, 2015

**Circular - Inclusion of Facebook and Twitter Profile on back of RuPay Cards**



NPCI has many plans for this and next year to undertake initiatives to drive activation and usage of RuPay Cards.

This includes variable Platinum Card offers and base card offers such as limited period cash back for certain Merchant Categories, exclusive Bank Staff employee cards etc.

We submit that by printing the NPCI RuPay social media handles behind the card will help us to communicate the offers & benefits at lowest cost & in shortest time. This will save the marketing cost for banks as well.

All the Banks are hereby advised that from 1<sup>st</sup> May, 2015 onwards all the RuPay cards should have Facebook and Twitter profile as depicted below.

Pre-printed legend "Follow us on" followed by image and link should be there anywhere on back of the RuPay Card as indicated below:

Follow us on :  rupaynpci /  RuPay\_npci

Yours faithfully,



**Dilip Asbe**  
Chief Operating Officer