

Circular: RuPay/03/2015-16

10th April, 2015

Incremental cards linked to PMJDY accounts to be issued on a distinct RuPay IIN

Kind Attention: All Public Sector Banks and Private Sector Banks

1. All banks may please note that effective 1st August, 2015, all incremental RuPay cards linked to Pradhan Mantri Jan Dhan Yojana (PMJDY) accounts must be issued on a distinct RuPay IIN.
2. Banks not having an existing separate RuPay IIN for RuPay cards linked to PMJDY accounts should get in touch with their NPCI Relationship Manager.
3. Banks are requested to exhaust the existing card inventory by 31st July, 2015.
4. All new card designs must be approved only using unique IINs taken for issuing cards linked to PMJDY accounts.

For further queries in this regard, please contact your NPCI Relationship Manager.

Yours faithfully,



Dilip Asbe
Chief Operating Officer - NPCI

सी-9, 8वीं मंजिल,
आरबीआई प्रिमायसेस,
बान्द्रा-कुर्ला कॉम्प्लेक्स,
बान्द्रा पूर्व,
मुंबई - 400 051

C-9, 8th Floor
RBI Premises
Bandra-Kurla Complex
Bandra East
Mumbai 400051

दूरभाषा / Phone: 022 2657 3150
फैक्स / Fax: 022 2657 1001
ई-मेल / email: contact@npci.org.in
वेबसाइट / Website: www.npci.org.in

CIN : U74990MH2008NPL189067