

Circular: NPCI/2018-19/ RuPay /021

August 13, 2018

Renewal / Re-Carding of PMJDY Cards

This is in reference to the Circular: RuPay /03/2015-16 (enclosed as Annexure A) dated 10th April 2015 regarding incremental cards linked to Pradhan Mantri Jan-Dhan Yojana (PMJDY) accounts to be issued on a distinct RuPay IIN.

PMJDY, the financial inclusion scheme under which the Government of India intends to provide every household with a bank account and RuPay Debit Card. The scheme was launched by Honourable Prime Minister in the month of Aug 2014. As on July 2018, over 240+ million RuPay Debit cards issued under PMJDY.

NPCI had issued separate IIN for RuPay PMJDY Card to the member banks. It may be noted that initially many banks have issued PMJDY cards on their existing RuPay Classic IINs. Further, it has been observed that some of the Banks still issuing PMJDY cards on the IINs assigned for RuPay Classic. Hence, it becomes very difficult to categories RuPay PMJDY data in terms of card issuance, activation, transaction and usage.

In view thereof, the issuers should adhere to the following guidelines:

1. All incremental cards, linked to PMJDY account must be issued on distinct RuPay PMJDY IIN only.
2. Banks which have been issued a distinct IIN for PMJDY Card will continue to use the same. As Banks are re-carding their exiting magnetic stripe debit cards to EMV based debit cards, PMJDY Cards issued on existing RuPay Classic IINs should be re-carded with distinct PMJDY IINs only.
3. All new card design must be approved only using unique IIN's issued for issuing card linked to PMJDY accounts.
4. Banks which have issued PMJDY cards under RuPay Classic IIN should ensure that the data for the same is maintained and reported under the PMJDY cards.

We request members to bring the contents of this circular to the notice of all relevant staff and ensure compliance to the above mentioned guidelines.

Yours faithfully,

Vishal Kanvaty
SVP- Product & Innovation