

NPCI/2024-25/RuPay/011

5th August 2024

To,
All Member Banks-RuPay
Dear Sir/Madam,

RuPay Credit Cards Rewards Parity w.e.f. 1st September 2024

Credit card rewards points are a key lever to drive spending on credit cards. It has been observed that the rewards points, benefits & features for RuPay credit cards on UPI transactions are not equivalent to the rewards points, benefits & features offered on Card transactions.

1. Issuers shall ensure that the rewards points, benefits, features and other ancillary offers should not be lower (directly & indirectly) for RuPay Credit Cards on UPI transactions and RuPay Credit Cards, except for transactions where issuer does not earn any interchange fee.
2. Member banks are expected to adhere to the circular by 1st September 2024.

We kindly request member banks to acknowledge this directive and ensure that the contents of this circular are effectively communicated to relevant officials.

SD/-

Kunal Kalawatia
Chief Of Products