

RuPay Debit Select Card Program

1. Introduction:

RuPay Debit Select variant was launched acknowledging the growing consumer behavior towards fitness, rejuvenation, nutrition and personal care. RuPay Debit Select enables the member Banks to meet their customer's aspiration on wellness and lifestyle. The below features on RuPay Select Debit Cards with effect from **1st April 2025**.

2. RuPay Select Debit – Features and Benefits:

Keeping Fitness, Rejuvenation, Nutrition and Personal Care as the key aspect of RuPay Debit Select Card, we have designed the following proposition:

Table 1:

| Feature | Program |
|--------------------------------------|--|
| RuPay Lounge Program | Domestic Airport lounge program for RuPay Select Debit Card provides access to cardholders one (1) time per calendar quarter per card in any of the participating Domestic Airport lounges*. International lounge program provides access to cardholders two (2) times per calendar year* in any of the participating International Airport lounges* |
| Personal Accident Insurance** | Personal Accident Insurance cover (Accidental Death or Permanent Total Disability) of upto Rs. 10,00,000. Cardholder needs to perform minimum one successful RuPay Card induced financial transaction at any POS/E-com, Intra or Inter-bank i.e. on-us or off us within 30 days prior to date of accident including accident date of RuPay Cardholder |
| Gym | 1 Complementary Gym membership every quarter (90 days for Home Workouts or 30 days for the Offline Workouts) |
| Golf | 1 Complementary Golf Lesson or Round every quarter |
| Health Check Up | 1 Complementary health check- up package every quarter |
| SPA/Salon Services | 1 Complementary SPA session or Salon service every quarter |
| Travel | 1 Complementary INR 100 coupon for cab service every quarter |

| | |
|----------------------------------|---|
| OTT | 1 Complementary 12 months Amazon Prime or Hotstar membership or Sony Liv membership every year |
| Concierge Services | Personal Assistance Anytime, Anywhere. 24*7 assistance is available in Hindi, English, Marathi, Gujarati, Punjabi and 4 south Indian languages on the toll-free number- 1800-26-78729 |
| Exclusive Merchant Offers | Exclusive offers from partner merchants (Link: www.rupay.co.in/rupay-offers) |

*Refer list of Domestic and International Lounges on <https://www.rupay.co.in/lounges>

**The circular for Insurance Policy Details is available on the RuPay website- "NPCI/2023-24/RuPay/034"

*Calendar Year will be considered January to December

- All the aforesaid mentioned features come with a bundled pricing of **INR 250/- per card per annum**. The same will be collected quarter wise from the banks based on the number of RuPay Select debit cards reported by the banks in the MCPR.
- The utilization of features is capped as per the below table:

Table 2:

| Features | Proposed offering | |
|------------------------|---|---------------|
| | No. of complementary services | Utilization % |
| Travel | 1 Complementary INR 100 coupon for cab service every quarter | 1% |
| Golf | 1 Complementary Golf Lesson or Round every quarter | 1% |
| Gym | 1 Complementary Gym membership every quarter (90 days for Home Workouts or 30 days for the Offline Workouts) | 1% |
| Health Check Up | 1 Complementary health check- up package every quarter. | 2% |
| OTT | 1 Complementary 12 months Amazon Prime or Hotstar membership or Sony Liv membership every year | 2% |
| SPA | 1 Complementary SPA session or Salon service every quarter | 2% |
| Lounge | Domestic Airport lounge program for RuPay Select Debit Card provides access to cardholders one (1) time per calendar quarter per card. International lounge program provides access to cardholders two (2) times per calendar year The bank can decide the number of visits to be allowed for its customers in order to manage the utilization%. | 3% |

Upon breach of the portfolio level, cost to be billed to banks based on their utilization percentage

The details of the merchants and cost to the banks on feature overutilization is given in **Annexure A**.

The customer journey is attached to **Annexure B**.

The utilization limits of all the features would be calculated basis:

- 100% of the card base at the end of the previous period; and
- 50% of the cards issued in the current period

The utilization report of all the features will be shared with the banks on a quarterly basis. Please note that the capping structure of the features shall be applicable to the complete RuPay Select debit portfolio of the bank and will not have any impact on an individual cardholder. An illustration of feature utilization capping is attached as **Annexure C**.

5. RuPay Select Debit – Product Fee Rebate Structure:

NPCI provides rebate to RuPay Select issuing banks in order to encourage banks to issue RuPay Select Cards which in turn reduces the fee per card for the banks.

Rebate Structure for RuPay Select Cards issued in the Current Financial Year:

For Cards issued in current FY:

| # of RuPay Select Cards issued (Current FY) | Product Fee Rebate |
|--|--------------------|
| Up to 25k | 0% |
| Greater than 25k and up to 50k | 20% |
| Greater than 50k and up to 100k | 40% |
| Greater than 100k and up to 1000k | 60% |
| Greater than 1000k | 80% |

In case, if the utilization of features crosses the pre-defined capped limit at the end of the FY, the cost of the same shall be recovered from the Banks or from the available Product Fee Rebate, as the case maybe.

Please Note: The above product fee, card features, and rebate structure will be in place till the new circular with revised features are issued.

Request all the member banks to make a note of the above and provide communication to RuPay Cardholders about the features and benefits of the card.

Yours sincerely,

SD/-

Kunal Kalawatia

Chief of Product

Annexure A
Price to RuPay Select Features

| Features | Merchants | Cost to Bank (INR) |
|-------------------|----------------------------|--------------------|
| Travel | Ola/Uber | 100 |
| Golf lesson/round | Golftripz | 2,420 |
| Gym | Cult.fit- Home Workouts | 1,429 |
| | Cult.fit- Offline Workouts | 3,850 |
| Health Check Up | Thyrocare | 989 |
| | SRL Diagnostics | 1,099 |
| OTT | Sony/Amazon/Hotstar | 1,499 |
| SPA | The Four Fountain SPA | 2,200 |
| | Kairali Ayurvedic SPA | 1,500 |
| | Aroma Thai | 2,970 |
| | O2 SPA | 1,650 |
| | Lakme salon E-Gift Card | 1,500 |
| Lounge | Collinson | 1,275 |

Note:

1. The above prices are indicative and subject to change in case of merchant revised the same
2. The above rates are exclusive of taxes
3. For features where there are more than one merchant having different costs, the over utilization shall be calculated as per the average cost per visit of a particular feature for the Bank.

Annexure B

Customer journey for redemption of Features on RuPay Select Debit cards

1. The features can be redeemed on the URL- <https://www.rupay.co.in/our-cards/rupay-debit/rupay-select>
2. After logging into the tab, cardholder has to sign up with the below details:
 - a) Customer name
 - b) Card type
 - c) Card Name
 - d) First 6 digits/8 digits and last 4 digits of card number
 - e) Mobile number
 - f) E mail ID
 - g) Location
 - h) Password
3. Once the password is created, cardholder can login with the registered E-mail ID & Password and explore the complementary benefits
4. Post selecting the benefit, customer has to make a Re.1 transaction using the RuPay Select Debit card to get the booking done.
5. The coupon details will be shared on the registered e-mail ID within 24-48 hours of transaction.
6. For Spa & Health checkup, cardholder can either call/email to the RuPay Select Support team to confirm on the time and date of the booking on the below contact details-

Contact Number: +91 404189 1419

Email: rupay@golftripz.com

Annexure C

Illustration of Feature Utilization Capping

Utilization capping limit based on cards base would be calculated basis-

- 100% of the card base at the end of the previous FY i.e., April to March
- 50% of the new card base at the end of the current FY i.e., April to March

Illustration-

Case-1: Annual utilization rate of RuPay Select Debit Card of the bank is equal to or less than 3%.

In this case, no recovery will be made on the bank for the year

Case-2: Annual utilization rate of RuPay Select Debit Card of the bank is greater than 3%. In this case, recovery will be made on the bank for the year

| Bank | Previous year closing CIF (Mn.) | Current year closing CIF (Mn.) | Utilization capping at 3% | Actual Utilization Count | Extra Visits | Billing at INR 1275 per visit (INR CR) |
|--------|---------------------------------|--------------------------------|---------------------------|--------------------------|--------------|--|
| Bank A | 0.5 | 0.6 | 16,500 | 2,400 | - | - |
| Bank B | | 0.5 | 7,500 | 1,000 | - | - |
| Bank C | 0.03 | 0.05 | 1,200 | 1,500 | 300 | 0.038 |
| Bank D | 1.5 | 1.6 | 46,500 | 50,000 | 3,500 | 0.446 |

**The above price will be subject to change in case the merchant revises the same. The revised rates will be communicated to the member Banks*

Note: The Actual Utilization count considers both Domestic & International visits done by the customers in case of complementary lounge feature.