GUIDELINES
The required logos or logo unit can be downloaded from the Brand Centre of the NPCI website. Direct Link: https://www.npci.org.in/brand-centre

If after reading the branding guidelines, you still haven’t found the answer to your query, please contact us on: brand@npci.org.in

<table>
<thead>
<tr>
<th>Section</th>
<th>Topic</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Brand Mark</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Logo Usage</td>
<td>17</td>
</tr>
<tr>
<td>3.</td>
<td>UPI ID</td>
<td>36</td>
</tr>
<tr>
<td>4.</td>
<td>UPI PIN</td>
<td>53</td>
</tr>
<tr>
<td>5.</td>
<td>UPI QR</td>
<td>56</td>
</tr>
<tr>
<td>6.</td>
<td>UPI Onboarding Process: Consumer Journey</td>
<td>61</td>
</tr>
<tr>
<td>7.</td>
<td>UPI AUTOPAY</td>
<td>60</td>
</tr>
<tr>
<td>8.</td>
<td>Communication Guidelines</td>
<td>87</td>
</tr>
<tr>
<td>9.</td>
<td>Disclaimer</td>
<td>100</td>
</tr>
</tbody>
</table>
Brand Mark & Usage
Say hello to BHIM UPI, your one-stop payments solution and interface. With one app and one tap, you can perform multiple actions easily and in a hassle-free manner. Link multiple bank accounts, perform direct bank-to-bank transfers, send and receive money, get instant alerts. It’s safe. It’s secure. It’s seamless. It’s BHIM UPI.

UPI (Unified Payments Interface) powers multiple bank accounts into a single mobile application (of any bank) merging several banking features, seamless fund routing, and merchant payments under one hood. It also caters to the P2P and P2M collect request which can be scheduled and paid as per requirement and convenience.

Bharat Interface for Money (BHIM) is an app that lets you make simple, easy and quick payment transactions using Unified Payments Interface (UPI). You can make instant bank-to-bank payments, pay and collect money using just Mobile number or UPI ID or Scan and pay using QR.
BHIM UPI Brand Mark is used by the ecosystem involving NPCI, BHIM, Banks, Non-Banking Partners, Merchants, Third Party Partners and PPI Players for using UPI based money transfer services. The brand mark to be used as follows:

- **BHIM logo** to be used for promoting BHIM application only
- **Powered by UPI unit** to be used by the ecosystem for the page(s) or screen(s) whereby the transaction is being processed using UPI platform
- **BHIM UPI logo unit** to be used by the ecosystem as an acceptance mark across all the online or offline channel of communication and for the non-transactional page(s) or screen(s) like homepage, send money, Scan & Page, request money, transaction history etc

**Powered by UPI Logo** must be used at all places where UPI API’s are being called.
With India heading towards a digital future and BHIM UPI assisting in its growth by taking a progressive initiative to take the country to a “less cash society”. The Tricolor arrows, created by combining the fast-forward symbol with our National flag and taking inspiration from the stance of an athlete, visually captures this statement.

Capturing the same elements from the official NPCI logo, the sharp edges of the arrows in the symbol point towards the future, reflecting UPI’s accelerated commitment to the country’s progress, while the curved edges negate the frivolousness, brilliantly juxtaposing BHIM UPI’s zorward-thinking with its nationalistic and traditional values.
The Logo & Colours

The primary colors used for the UPI logo have been taken from the NPCI color palette. The orange brings an element of the future and freshness to this new solution for payments, while the green represents the technology that powers the UPI platform.
The BHIM UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI. No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission.

The primary colors used for the BHIM logo have been taken from the NPCI color palette. The orange brings an element of the future and freshness to this new solution for payments, while the green represents the technology that powers the UPI platform.
The Logo Size

Every piece of material that goes to the customer from the NPCI acts as a medium of communication and hence it is important to maintain uniformity with respect to design. Kindly follow the proportions illustrated here with respect to all UPI communications. The proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. The sizes mentioned here are for your reference only. Care should be taken to maintain proportions while resizing the logo.

- **Print**: In case of a print related communication, size of the UPI logo unit must be minimum 15% in width of the layout or 30 mm (whichever is higher). For example, size of the UPI logo unit would be 31.5 mm in width for an A4 layout.

- **Digital**: In case of a digital communication, size of the UPI logo unit must not be smaller than 15 pixels height X 40 pixels width.

For digital communication only: In case of space constraints, the Fast-Forward symbols along with UPI in text form would represent the UPI logo unit. In such a case, the size of UPI symbol must not be smaller than 12 pixels.

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The BHIM UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI. No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission.

The Logo Size

- **Print:** In case of a print related communication, size of the BHIM logo unit must be minimum 15% in width of the layout or 30 mm (whichever is higher). For example, size of the BHIM logo unit would be 31.5 mm in width for an A4 layout.

- **Digital:** In case of a digital communication, size of the BHIM logo unit must not be smaller than 15 pixels height X 62 pixels width.

For digital communication only: In case of space constraints, the Fast-Forward symbols along with BHIM in text form would represent the BHIM logo unit. In such a case, the sized of BHIM symbol must not be smaller than 12 pixels.
Guidelines for positioning of UPI/BHIM logo as payment mode at merchant location (offline and online) Refer - UPI Circular no. NPCI /UPVIC No. 35 /2017-18 dated October 11, 2017
Improper Symbol Usage

BHIM UPI logo unit or Fast-Forward symbols along with BHIM UPI as text are to be used to represent BHIM UPI related services. Usage of any other mnemonic, icon, visual or graphic element even for representational purposes is strictly prohibited.

Examples of incorrect usage

- Changing the angle of the symbol
- Separating both symbols
- Flipping the symbols
- Merging Fast-Forward symbol with any merchant logo as a unit
- Inter-changing the color patterns
- Changing the color patterns completely
- Monocour symbol
- Merging Fast-Forward symbol with any Partner logo as a unit
- Reducing the size of one of the symbols
- Using the symbols as outlines
- Usage of any kind of border or shapes to hold the Fast-Forward symbol
- Merging of BHIM Logo unit with Partner/Merchant logo, to form a unit
- Usage of any graphic element for representation
- Usage of any graphic element for representation
- Usage of any graphic element for representation
- Merging of UPI Logo unit with Partner/Merchant logo, to form a unit
The UPI logo is designed for optimal visibility, where the mnemonic and the font work in tandem when used in the form showed on the previous slide. But the examples given on this page show incorrect usage of the logo by editing the typeface, color or placement of the unit.

**Correct Usage**

![Correct Usage](image)

- Placement of typeface below unit.
- Colours interchanged between logo and typeface.
- Typeface in italics.

**Examples of incorrect usage**

- Unit placed before typeface.
- Incorrect colour used in unit.
- Logotype squeezed.
- Size of unit larger than typeface.
- Greyscale logotype.
- Logotype stretched.
The BHIM logo is designed for optimal visibility, where the mnemonic and the font work in tandem when used in the form showed on the previous slide. But the examples given on this page show incorrect usage of the logo by editing the typeface, color or placement of the unit.

**Correct Usage**

- Placement of typeface below unit.

**Examples of incorrect usage**

- Unit placed before typeface.
- Size of unit larger than typeface.
- Colours interchanged between logo and typeface.
- Incorrect colour used in unit.
- Greyscale logotype.
- Typeface in italics.
- Logotype squeezed.
- Logotype stretched.
Improper Usage

Correct Usage

Examples of incorrect usage
The official typeface for BHIM UPI is Helvetica and the Helvetica family. The Helvetica font is designed for easy reading and offers a clean and sharp typeface, much like the ease and simplicity that BHIM UPI brings to payments.
Logo Usage

The proportions, space and size relationships of all collaterals have been carefully developed and must not be altered, redrawn, embellished or recreated in any way.

In case of space constraints, the Fast-Forward symbol along with BHIM UPI in text format can be used instead of the entire logo unit. If the Fast-Forward symbol cannot be accommodated, BHIM UPI must be written in uppercase text format.
THE LOGO USAGE:
MOBILE BANKING APP (UPI OPTION)
In case of a mobile banking application which uses services with UPI technology, must use BHIM UPI logo on the home page post-login in a prominent position as represented. The BHIM UPI logo must also be used on the home page of the BHIM UPI screen at the bottom center position as represented.

The said banking partner must place “Powered by UPI” logo unit at the bottom center of the mobile application screen on all the pages pertaining to UPI when a transaction is initiated.

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Mobile App

The said banking partner must place “Powered by UPI” logo unit at the bottom center of the mobile application screen on all pages pertaining to UPI like Send Money, Collect/Request Money, Generate QR Code, UPI ID Page, Balance Enquiry, Transaction/Confirmation page etc.

Powered by UPI Logo must be used at all places where UPI API’s are being called.
THE LOGO USAGE:
BANK UPI PSP APP
In case of a Bank UPI PSP app which solely runs on UPI as a platform, must use BHIM UPI logo on the login and home screen as represented. The said Bank partner must use “Powered by UPI” logo unit at the bottom center of mobile application after initiating a transaction. The same must remain constant across all pages. The said Bank partner must also mention, “Bank App is powered by UPI” on the Play store and App store.
Powered by UPI Logo must be used at all places where UPI API's are being called.
THE LOGO USAGE:
MERCHAND / NON-BANKING PARTNER
APP AND WEB
In case of a Merchant/ Non-Banking Partner, which uses UPI as a platform for Money Transfer and transaction fulfillment services, the BHIM UPI logo must be placed on the home screen of the app in prominent position as represented. The BHIM UPI logo must also be used on the home page of the BHIM UPI screen at the bottom center position as represented.
The said partner must place “Powered by UPI logo” logo unit at the bottom center of the mobile application screen on all the pages after initiating a transaction.

“Any third party UPI App integrated with bank’ SDK (invoking NPCI Library) should display branding of partnering bank on all the UPI Payment pages”

Powered by UPI Logo must be used at all places where UPI API’s are being called.

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In case of a Merchant/Non-Banking Partner, which uses UPI for transaction fulfillment through “Scan & Pay” services, must place BHIM UPI logo unit on the top right corner of the mobile application screen. The said partner must place “Powered by UPI” logo unit at the bottom center of the mobile application screen on ‘Payment Confirmation’ page.

Powered by UPI Logo must be used at all places where UPI API's are being called.
The proportions, space and size relationships of all collaterals have been carefully developed and must not be altered, redrawn, embellished or recreated in any way.

When BHIM UPI is used as a payment option, BHIM UPI logo should be used along with other payment options or Fast-Forward symbol must be accompanied by BHIM UPI in text format depending upon space available.

BHIM UPI as an option for payment, must never be placed in “Others” tab. It must be placed prominently amongst other payment options, preferably on the first position.

VPA to be changed to UPI ID.

In case of space constraints where the BHIM UPI logo unit cannot be sized at 100 pixels (matched by width), the Fast-Forward symbol along with BHIM UPI in text form must be used. In such case, the size of Fast-Forward symbol must not be smaller than 12 pixels.
BHIM UPI logo unit must be present on every “Transaction” page to indicate that the said service has been routed through UPI.

BHIM UPI logo unit must be placed on the top left corner of the “Transaction” page only. The size of the unit must be equivalent to the size of Merchant / Partner logo on the page or 20 pixels in height, whichever is higher.

Depending upon space available, BHIM UPI logo should be used along with other payment options or Fast-Forward symbol must be accompanied by BHIM UPI in text format.

BHIM UPI as an option for payment, must never be placed in “Others” tab. It must be placed prominently amongst other payment options, preferably on the first position.

VPA to be changed to UPI ID.
THE LOGO USAGE:
MERCHANT APP (INTENT CALL AND SDK)
In case of a Merchant who uses Intent call to let the consumer choose the mode of payment, BHIM UPI logo must be displayed as represented.

In any case, BHIM UPI as an option for payment, must never be placed in “Others” tab. It must be placed prominently amongst other payment options, preferably on the first position.
In case of a Merchant which uses SDK to let the consumer choose the mode of payment, BHIM UPI logo must be displayed as represented.

In any case, BHIM UPI as an option for payment, must never be placed in “Others” tab. It must be placed prominently amongst all other payment options.

The mobile application must place BHIM UPI logo unit on bottom center position when selected as a payment option (as represented). Post selection (after initiating transaction), all pages and screens must display ‘Powered by UPI’ logo unit at bottom center position till the ‘Payment Confirmation’ page.

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Any third-party UPI App integrated with bank's SDK (invoking NPCI Library) should display branding of partnering bank on all the UPI Payment pages.
Every piece of communication that goes to the customer from Merchants/Partners/Banks acts as a medium of identity and hence it is important to maintain uniformity with respect to design. Kindly follow the proportions illustrated here with respect to all BHIM UPI communications.
The sizes of the BHIM UPI logo unit must be equivalent to the size of the Bank logos, matched by height only, with the Partner logo placed before the BHIM UPI logo.
If the Partner logo is horizontally longer, it can be placed above the BHIM UPI logo within the same dimensions.
What is UPI ID?

UPI ID is your virtual identity for UPI payments. It is a single identifier for users to send and receive money directly from one bank account to another. Once successfully registered on UPI enable app, the suffix is predefined by the app and you can create a customised prefix of your name, mobile number, date of birth, etc.

For example – user@upihandle

**UPI ID: user@upihandle**

Here, ‘user’ is prefix and ‘upihandle’ is suffix

**Features/Benefits**

- You don’t need to remember your or receiver’s bank account details
- The prefix can be customized as per convenience
UPI ID display style:

UPI ID of the user should always be displayed at the home page below the partner apps logo.
Font typeface: Font to be used is of the partner’s respective font typeface.
Font size: UPI ID should be clearly visible and equal to the size of app logo in height.
Font colour: On a white/light coloured background, font colour can be of the respective partner brand colour. And on a dark background, font colour should be white.
And should mention the word UPI ID before the UPI ID as represented below.

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What is UPI PIN?

UPI PIN is the personal identification number. It is either 4 or 6 digit passcode which a user need to set while registering on an UPI app for the first time. It's a very important passcode number which is required for all payment transactions. A user must remember their UPI PIN and importantly not to share with anyone.
Reset UPI PIN

UPI PIN Reset:
If anyone needs to reset their UPI PIN, go to the UPI App and select 'Reset UPI PIN' option under Bank account section, enter your debit card details and verify OTP.

Powered by UPI Logo must be used at all places where UPI API's are being called.
UPI QR

UPI QR is another payment mode in UPI app. QR code can be used to pay or receive money. Each user has their respective QR code under the User Profile section. They can share their QR code to receive money and to pay they need to select the QR Scan option on the home page and do the payment. It is easy and quick.
Partner app should display user specific UPI QR code under user profile page. And the term “UPI ID” should be used before user’s UPI ID as represented below. Also user UPI ID should be mentioned below the QR code.

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On successful scan of the QR code for the payment, it is mandatory to play 3 sec UPI Sonic MOGO. This can be downloaded from https://www.npci.org.in/brand-centre
Offline QR

A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.

Merchant must display their respective UPI ID below the QR code. And should mention the word ‘UPI ID’ before the UPI ID as represented below.

The BHIM UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI. No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission.
Consumer Journey - UPI Onboarding Process
The UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI.
No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission.
UPI ID screen and UPI PIN screen should be shown in the preview screens. Powered by UPI logo and the text should be used in all the preview screen that will be shown.

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The UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI. No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission.
During the consumer journey, UPI logo needs to be displayed at the following:
Powered by UPI Logo must be used at all places where UPI API’s are being called.

The UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI. No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission.
Powered by UPI logo should be displayed in the onboarding process when you start linking your bank account.
Powered by UPI Logo must be used at all places where UPI API’s are being called.
Once the user has created his UPI ID, the partner app should display the Do's and Don’ts message as a pop-up screen before exploring the features of the app.

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On successful creation of UPI ID, it is mandatory to play 3 sec UPI Sonic MOGO. This can be downloaded from https://www.npci.org.in/brand-centre

UPI ID created successfully

10:10

UPI ID: user@upihandle

Account added successfully

Accounts no.: XXXXX

Bank Name: XYZ BANK
Branch: MUMBAI
IFSC code: 123456
Type: Saving

UPI ID: user@upihandle
Users’ home page should display his/her UPI ID below the partner app logo. In case the logo is not present the UPI ID should be highlighted on home page. And the term ‘UPI ID’ should be used before user’s UPI ID as represented below.

The UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI. No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission.
The text that appears as watermark in the text box should display UPI ID along with name or number or business. Transfer money section should mention ‘Transfer money using BHIM UPI’ as all the transaction are being done using UPI. And ‘UPI mode of payment should come as the first option.

The UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI. No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission.
Powered by UPI logo should come throughout the transaction screens of all payment modes. Whichever mode user initiates the UPI payment, UPI ID should be present.

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On Check Balance, ‘Powered by UPI’ unit should be displayed at the bottom with the size of 50 pixels in height. Powered by UPI Logo must be used at all places where UPI API’s are being called.
Whichever mode user initiates the UPI payment, UPI ID should be present in the conversation box.
In the transaction history page, all UPI transaction should have ‘Powered by UPI’ logo on top right side as shown below, the size of the same should be not less than 20 pixels in height. Transaction history page should have a provision made for bifurcation of transaction into 3 categories – All Transactions, UPI Transactions and Card Transactions. Partner app should display beneficiary’s UPI ID on their respective transaction. Only UPI apps should have powered by UPI logo on the top RHS of the screen. Powered by UPI Logo must be used at all places where UPI API’s are being called.

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On the payment successful page, UPI ID to which the payment was done should be mentioned. And, 1 sec UPI Sonic should be played.

On successful creation of UPI ID, it is mandatory to play 3 sec UPI Sonic MOGO. This can be downloaded from [https://www.npci.org.in/brand-centre](https://www.npci.org.in/brand-centre)

The UPI and Fast-Forward mnemonics are the copyrighted and trademarked properties of NPCI. No part of the mnemonics or artwork may be reproduced by any means or in any form whatsoever without written permission.
Introducing UPI AUTOPAY, a new feature in the UPI platform, where one can create a mandate for recurring payments as per one’s convenience. It is available on all UPI powered apps.
The logo is derived from the UPI and NPCI brand elements. The word ‘AUTOPAY’ will come under the UPI logo written in ‘Helvetica’ font stretching from start of word ‘U’ of United to the word of ‘E’ of Interface.

Colour: The colour of AUTOPAY will be grey as shown here.
The Logo Size

Usage of UPI AUTOPAY in all the partners app, website and communication materials must adhere to the specification provided here and not be tempered with. Sizes given here are for representation purpose but while resizing or using the logo utmost care should be taken to maintain the visibility of the logo.

Digital: In case of the digital communication, the size of the logo should not be less than 40 pixels in width and its corresponding height.

Print: In case of print communication, the size of the logo should be minimum 15% of the width of the layout or 30mm (whichever is higher).
The official typeface for AUTOPAY is Helvetica Bold. The Futura font is designed for easy reading and offers a clean and sharp typeface.
Improper Usage

The unit needs to be properly used as stated in the previous slides. Usage of any other mnemonic, icon, visual or graphic element even for representational purposes are strictly prohibited. Here are some representation examples of how not to use the unit.
UPI AUTOPAY Registration – Collect Flow
Payment option

Initiating recurring payment request on merchant’s interface by selecting ‘Setup UPI AUTOPAY payment’ option under UPI payment mode.
Payment option

You are creating UPI Mandate for your electricity bill.

- Enter UPI ID details
- Notification on next steps
  - Click on the notification received on your UPI App
  - Check the mandate information
  - Enter UPI PIN for confirmation
**Mandate Acceptance**

UPI AUTOPAY unit usage in Mobile App.
There should always be UPI AUTOPAY logo on the AUTOPAY mandate request to show the difference from other request.

**Accepting the AUTOPAY request**

**Validating the details**

**Request From**

**MERIC12345678**

**Received on**

20/08/2020 | 02:00 pm

**Mandate Details**

**REMARKS:**
UPI Mandate

**MANDATE VALIDITY:**
From 11/11/2020 To 11/11/2020

**FREQUENCY:**
Select frequency

**Amount per cycle**
XXXX

**Debit account**

**Please note:** Requested amount gets debited from your account on recurrence basis as per the request.

**Proceed**

**Decline Approve**

The amount will be debited from your account multiple times based on mentioned frequency during the validity period of the mandate.
You can also pause or revoke the mandate anytime.

You will be guided to UPI pin page to authorize the creation of standing instructions.

I have read and confirmed the above mandate details

**Accept Before**

21/08/2020 | 00:00 pm

**merchant@upihandle**

**Today | Sunday**

**Pending**

**Active**

**Accepting the AUTOPAY request**

Accept Before

**Verify**

**Proceed**

Please note: Requested amount gets debited from your account on recurrence basis as per the request.
Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Reconfirming the details

Received from
Merchant name:
Amount: XXX

UPI AUTOPAY Details
Start Date:
End Date:
Frequency:
UMIN:
Remarks
Transaction ID:

Confirm

Entering UPI PIN

Enter UPI PIN

1 2 3
4 5 6
7 8 9
0

50 pixels
Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

AUTOPAY Creation Notification

10:10

has been created successfully

You can see details of this Autopay in Active mandate

Merchant:

UPI ID

Reference ID:

Period:

Amount:

XXX
UPI AUTOPAY Registration – Mandate QR Scan Flow
Initiating recurring payment request on merchant's interface
Initiating recurring payment request on merchant's interface

Choose the plan as per your need

Plan 1  Plan 2  Plan 3

Detail 1  XXX  XXX  XXX
Detail 2  XXX  XXX  XXX
Detail 3  XXX  XXX  XXX
Initiating recurring payment request on merchant’s interface by selecting ‘Setup UPI AUTOPAY payment’ option under UPI payment mode.
Initiating recurring payment request on merchant's interface

Scan the QR code to set-up the UPI AUTOPAY mandate
Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Scan this QR code to create UPI AUTOPAY

Post scanning, the screen will have the details to check
Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Reconfirming the details

Enter UPI PIN

Received from
Merchant name:
Amount: XXX

UPI AUTOPAY Details
Start Date:
End Date:
Frequency:
UMIN:
Remarks
Transaction ID:

Confirm

50 pixels
Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

AUTOPAY Creation Notification

You can see details of this Autopay in Active mandate.

Merchant:

UPI ID

Reference ID:

Period:

Amount:

has been created successfully

You can see details of this Autopay in Active mandate.
Payment option

Initiating recurring payment request on merchant’s interface by selecting ‘Setup UPI AUTOPAY payment’ option under UPI payment mode.
Payment option

Available UPI apps on his phone will be shown

Check and validate the details

You are creating UPI Mandate for your electricity bill

merchant@upihandle

Recurring payment type

VALIDITY:
From: xx/xx/xxxx TO: xx/xx/xxxx

FREQUENCY:
Select frequency

Debit Date

Select Account:

Remarks

Proceed
Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

Reconfirming the details

Enter UPI PIN

Received from
Merchant name:
Amount: XXX

UPI AUTOPAY Details
Start Date:
End Date:
Frequency:
UMIN:
Remarks
Transaction ID:

Confirm
Mandate Acceptance

UPI AUTOPAY unit usage in Mobile App.

AUTO_PAY Creation Notification

Merchant: XXXX
UPI ID: XXXX
Reference ID: XXX
Period: XXX
Amount: XXXX
A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be the same as the size of the brand logo unit, matched by height only.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.
A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.
A Bank/Partner/Merchant must use BHIM UPI logo in all of its communication and the size of the BHIM UPI logo unit must be same as the size of the brand logo unit, matched by height only.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.
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The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.
The BHIM UPI logo unit must be present in all Social Media Communication pertaining to BHIM UPI as a service. While the size of the BHIM UPI logo unit has to be same as the size of the Merchant/Partner/Bank logo unit (matched by height only), the same cannot be less than 20% of the layout in width.

The logo unit must not be used when BHIM UPI is mentioned as a part of a sentence. It will be represented as BHIM UPI in uppercase text format.
'Powered by UPI' logo should appear on all the screens where TVC shows messaging related to UPI Payments like:
1. Bank to Bank Transfer
2. Account to Account Transfer
3. Payment to Merchant
4. Peer to Peer
5. QR code scanning
6. Bill pay/Recharge

It should be centre aligned at the bottom and size should be at least 15 percent of the width size of the entire screen.

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A Partner/Merchant must use the UPI AUTOPAY logo in all communication pertaining to the AUTOPAY feature. Logo to be used is the horizontal one as shown here. The size of UPI AUTOPAY logo should be equal to the Partner/Merchant logo, matched by height.

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A Partner/Merchant must use the UPI AUTOPAY logo in all communication pertaining to the AUTOPAY feature. Logo to be used is the horizontal one as shown here. The size of UPI AUTOPAY logo should be equal to the Partner/ Merchant logo, matched by height.
A Banking Partner must use UPI AUTOPAY logo in all its communication and the size of the UPI logo unit must be same as the size of the Brand logo unit, matched by height only.

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Social Media

The UPI AUTOPAY logo unit must be present in all Social Media Communication pertaining to UPI AUTOPAY as a service. While the size of the UPI AUTOPAY logo unit has to be same as the size of the Merchant/Partner/Bank logo unit (matched by height only), the same cannot be less than 20% of the layout in width.

Guidelines for positioning of UPI/AUTOPAY logo as payment mode at merchant location (offline and online)
Refer - UPI Circular no. NPCI /UPI/OC No. 35 /2017-18 dated October 11, 2017
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THANK YOU