

NPCI/UPI/OC-100A/2022-2023 (Addendum)

Date: 02/03/2023

To,

**All Member Banks, PSP, TPAPs, Unified Payment Interface (UPI)**

Dear Sir/Madam,

**Sub: Addendum to “Mandatory Brand Guidelines for BHIM UPI”**

As the UPI ecosystem is growing towards 300 million transactions per day, it is essential to educate users in order to maintain their faith in UPI. As new users are added to UPI on a daily basis, an awareness video will assist users, particularly those with limited knowledge of smartphone usage, to start using the app safely.

All UPI Apps (Bank Apps & TPAPs) should ensure to have the following:

1. When user installs and opens a UPI App, video on “How to use UPI safely” should be available on the first screen of the App in a prominent place. In case playing the video in the App is not feasible, link to the video may be provided.
2. There should be a provision to change the language of the Video.
3. These videos should be displayed to both existing and new users.

Member Banks, PSPs, TPAPs are hereby requested to take note of the above and ensure compliance before **31<sup>st</sup> March 2023**.

Your Faithfully,

SD/-

**Kunal Kalawatia**  
**Chief of Products**

Annexure – Video and Banner Links

## Annexure

A. Below is the link for downloading the videos in 8 languages (for playing it on the app)

- <https://sendgb.com/XHQG2MymiBe>

B. Below are the YouTube links in case the app wants to use a link and not play the video  
YouTube links per language –

- Bengali - <https://youtu.be/Fms2wCMkrxl>
- Gujarati - <https://youtu.be/BTYd9XgSKBk>
- Tamil - <https://youtu.be/2EGHCd0-UNg>
- Kannada - <https://youtu.be/H1Mk4Wjj1DI>
- Telugu - <https://youtu.be/-YFSfNP6yR4>
- Marathi - <https://youtu.be/SIcURyB0FGQ>
- English - <https://youtu.be/X0-QiPD4kqs>
- Hinglish - <https://youtu.be/g-Mfbk4j0Y8>

C. Enclosed is a banner to which they can link the video (image + open file to adapt to your pixel requirement)

- <https://sendgb.com/S3W2aYXCdIR>

**Note:** Bank Apps and TPAPs who are making their own videos and banners have to cover all the necessary points and get the videos and banners checked and approved by NPCI before implementing.