

NPCI/UPI/OC No.179/2023-24

2nd November 2023

To,
All Members, Unified Payments Interface (UPI)

Dear Madam/Sir,

Subject: Customer awareness and engagement for UPI LITE Enablement and Top-up

This is in reference to NPCI circular NPCI /UPI/OC No.138/2021-22, dated 16th March 2022 with subject 'Introduction of "On-Device wallet" – UPI LITE for Small Value Transactions' and NPCI/UPI/OC No.169/2023-24, dated 31st August 2023 with subject 'Enhancement in UPI LITE transaction limit to ₹500', whereby guidelines to operationalize UPI LITE small value transactions have been introduced.

The objective of introducing UPI LITE was to reduce the need for infrastructure scale up at bank end to cater the growing volumes of UPI small value transactions. UPI LITE is fast and seamless, as UPI PIN is not required to complete the transaction. In addition, UPI LITE reduces the demand of availability of the issuer infrastructure for completing the transaction and hence provides better success rates. To grow UPI LITE and further enhance the customer experience, UPI Apps shall carry out the below actions:

- 1) For customers who have not enabled UPI LITE – UPI apps must create customer awareness by highlighting the faster checkout experience. UPI Apps shall send a pop-up/ notification with call to action to enable UPI LITE, when customer performs UPI transaction with PIN below ₹500. The notification shall be sent after the UPI transaction and there shall not be any change in the customer experience for the UPI transaction.
- 2) For new UPI customer onboarding, UPI apps shall define journey for enabling UPI LITE also during UPI onboarding with consent from the user.
- 3) Post UPI LITE enablement, UPI LITE shall be the default instrument for transactions value below ₹500.
- 4) Top-up notifications/ pop-up with call to action shall be given to the customer, if UPI LITE balance goes below ₹200. Pop-up/ notifications shall be given in below ways:
 - a) Pop-up/ notification when user opens the App and the UPI LITE balance is below ₹200.
 - b) After UPI transaction, if UPI LITE wallet balance is below ₹200 then pop-up / notification shall be given to the customer.

- 5) UPI Apps shall make the necessary UI/ UX changes to display the notifications/ popups.
- 6) UPI Apps shall provide banner on homepage to enable UPI LITE.

All UPI Apps live on UPI LITE shall implement & comply to the above actions by 21st November'23.

Yours Faithfully,

SD/-

Kunal Kalawatia

Chief of Products