



Press Release

November 2, 2018

Avail attractive deals, discounts and cashback offers this Diwali with NPCI's flagship products RuPay and UPI

Mumbai: In an attempt to enhance the festive fervor this Diwali, National Payments Corporation of India (NPCI) has launched some attractive deals on its flagship products, RuPay and Unified Payments Interface (UPI). From cashback offers to attractive discounts across various categories like fuel, travel, grocery, dining, jewellery, online shopping, entertainment, grocery and pharmacy, NPCI is enabling customers to enjoy the festival without burning a hole in their pockets.

Over 560 million RuPay card holders and millions of UPI users can make the most of the deals and discounts offered on purchases made at both retail and online stores. Some of the top offers by RuPay are on Amazon, Big Basket, Zomato, Swiggy, Indian Oil, GoAir, Cleartrip, RedBus, BookMyShow, Kalyan Jewellers. UPI users too can avail value-added offers on brands like Ola, SpiceJet, Foodpanda, Netmeds, Cinepolis, Thomas Cook, EazyDiner, IOCL, Amazon and Indian Railways.

Commenting on the festive offers on NPCI's leading products, Mr. Kunal Kalawatia, SVP – Marketing & Branding, National Payments Corporation of India (NPCI) said, "By offering attractive discounts and offers on NPCI's flagship products we are enabling our customers to fulfil their shopping desires besides driving the adoption of payment methods like UPI and RuPay. We have associated with top brands to so that consumers can avail valuable deals this festive season."

RuPay is India's own card network which is issued by over 1,100 banks in the country. UPI, which is an instant bank-to-bank settlement mechanism, has witnessed rapid growth over the years. The number of UPI transactions jumped to 482 million in September 2018 from 76 million in September 2017.

Here are the the links to offers – RuPay <https://www.rupay.co.in/rupay-offers#2452>
<https://www.rupay.co.in/rupay-offers#Diwali%20Offers>

Unified Payments Interface (UPI) <https://www.bhimupi.org.in/upi-offers>

About NPCI: National Payments Corporation of India (NPCI) was set up in 2009 as the central infrastructure for various retail payment systems in India and was envisaged by the Reserve Bank of India (RBI) as the payment utility in the country. From a single service of switching of interbank ATM transactions through National Financial Service, the range of services has grown to Cheque Truncation System, National Automated Clearing House (NACH), Aadhaar Enabled Payment System (AePS), USSD based *99#, RuPay card, Immediate Payment Service (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), BHIM Aadhaar, National Electronic Toll Collection (NETC) and Bharat Bill Pay.

For more information please check: www.npci.org.in, www.bhimupi.org.in, www.rupay.co.in and www.bharatbillpay.com

Top RuPay value added offers

Sr. No	Brand	Category	Offer Details	Validity	Coupon Code
1	IOCL	Fuel	5 Ltrs of Fuel (Max Up to Rs 400) Cash Back for 10,000 Users Daily on RuPay Cards & BHIM UPI	23rd November 2018	NA
2	redBus	Travel	10% cashback into redBus wallet	31 st March 2019	RBRUPAY
3	GoAir	Travel	10% discount on base- fare	30th November 2018	RUP10
4	Cleartrip	Travel	upto Rs. 3,000 wallet cashback on Flights & Hotels	31st December 2018	RUPAY
5	Amazon	Online	10% cashback max. discount of Rs.50	30th November 2018	NA
6	Kalyan Jewellers	Jewellery	Flat Rs.2000 off on Gold & Diamond Jewellery	31st December 2018	NA
7	Big Basket	Grocery	20% discount on a min order of Rs. 800	31st December 2018	BBRUPAY
8	BMS	Entertainment	Offer 1: "Buy one Get one" Movie ticket offer upto Rs.150 on your first RuPay Credit Card usage Offer 2: Flat Rs 75/- on First RuPay Platinum Debit Card usage	31st December 2018	NA
9	Myntra	Online	Rs 300 off on a min purchase of Rs 999	31st March 2019	RUPAY300
10	Zomato	Food delivery	50% off up to Rs. 175 on your first order	31st December 2018	RUPAYZ50

Top UPI value added offers

Sr. No	Brands	Category	Offer	Validity	Coupon Code
1	Spicejet	Travel	Upto Rs.1000 off on flight booking through website	31st December, 2018	UPI1000
2	Foodpanda	Dining	Flat Rs.100 off on purchase of Rs.275 and above	31st December, 2018	BHIMUPI
3	Netmeds	Online Pharmacy	30% off on all medicines (Flat 20% discount and 10% NMS Cashback on prepaid orders as soon as it is delivered)	31st December, 2018	BHIMUPI
4	Cinepolis	Entertainment	Rs.150 cashback on purchase of Rs.250	31st December, 2018	Scan and Pay
5	Thomas Cook	Tours & Travels	10% on domestic and international holidays	31st December 2018	BHIMUPI
6	Amazon	E-commerce	10% cashback max. discount of Rs.50	30th November, 2018	Shop and Pay using UPI.
7	Ola cabs	Travel	maximum discount of Rs.250/-	15th December, 2018	UPI50, OSUPI250, RENTUPI50
8	Eazydiner	Dining	Rs 250 off on Rs 500	31st December 2018	EDUPI
9	IOCL	Fuel	Upto Rs.400/- cashback on IOCL fuel stations	23rd November, 2018	Scan and Pay
10	Indian Railways	Travel	5% discount (Max of Rs. 50)	31st June 2019	Pay Using UPI

Media contact: corporate.communicaitons@npci.org.in

Adfactors PR

Priyadarshini Sinha/ Shruti Nitesh
9999627610/ 8108000974

Priyadarshini.sinha@adfactorspr.com /shruti.nitesh@adfactorspr.com