

## **RuPay embarks on Contactless cards segment in Ahmedabad**

*Ahmedabad is the third city to go live on RuPay contactless after Kochi and Bangalore*

Ahmedabad: National Payments Corporation of India (NPCI) is pleased to announce the launch of Janmitra RuPay contactless cards in association with Ahmedabad Municipal Corporation (AMC) and ICICI Bank for Ahmedabad Smart City. RuPay contactless cards are designed in line with the National Common Mobility Card (NCMC) guidelines as envisioned by Ministry of Urban Development (MoUD). RuPay Contactless Card is an interoperable, open-loop EMV based contactless product.

Mr. A. P. Hota, MD & CEO, NPCI said, “Launch of RuPay contactless cards are aimed at digitising micropayments rapidly. RuPay’s association with Ahmedabad Municipal Corporation (AMC), Bangalore Metropolitan Transport Corporation (BMTC) and Kochi Metro Rail Ltd (KMRL) are big steps towards this direction.”

BMTC and KMRL partnered with Axis Bank to launch RuPay Contactless cards on June 17, 2017. Any amount can be added /transferred to the card through various payment modes such as cash and internet banking. It can be used at different acceptance points in both contact and contactless mode. For payments lower than Rs 2,000, customers can simply tap their card and the transactions are processed in a matter of seconds. No second factor authorisation is needed through PIN as per Reserve Bank of India (RBI) guidelines.

NPCI plans to launch many more such transit and smart city projects on the RuPay Contactless program along with Banks to facilitate ‘One card for all Payments’ across the country. This advanced and secure contactless card can be used for all payment applications, including transport (City Buses, BRTS etc.), toll, parking, municipal payments, utility payments and retail.

### **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.

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