

NPCI/2020-21/NETC/004

2nd September, 2020

To,

All Members Banks, National Electronic Toll Collection (NETC)

Dear Sir/Madam,

Sub: NETC FASTag Brand Guidelines Compliance

NPCI has issued NETC FASTag Brand Guidelines Dated 08-04-2020 to ensure uniformity in branding related compliance on mediums like Social Media /Bank Website /Advertisement /Mobile app and any branding material etc.

The guidelines are intended to promote consistent use of the NETC FASTag as a brand. This makes it easier for people/customers to instantly recognize references to NETC FASTag and prevents market confusion.

NETC Member Banks are urged to abide by these Brand Guidelines and ensure consistent Brand experience delivery to all the customers. The Guideline is available on NPCI Website, under NETC product page.

Members are hereby requested to take note of the said and ensure compliance with NETC Brand Guidelines by 2nd October '2020.

Authorized Signatory

Praveena Rai

Chief Operating Officer

Path for the guidelines on the website: shorturl.at/yKQS7