



NPCI/ NFS/OC No.24/2011-12

May 10, 2011

To,

All Member Banks of National Financial Switch (NFS)

Sub: Usage of NPCI RuPay brand by NFS member banks on ATMs/ATM Premise/ATM cards/promotion material

We are pleased to inform you that Reserve Bank of India vide their letter No. DPSS.CO.PD.2462/02.17.001/2010-11 dated April 27, 2011 (copy enclosed as annexure 1), has accorded approval to NPCI for launching the NPCI RuPay brand logo for the purpose of display on ATM card/ATMs/Micro ATMs and for usage in advertising and promotional material.

2). As a follow up action on this RBI approval, NFS member banks are advised to replace the current INFINIT brand logo on their ATM and ATM cards with NPCI RuPay brand. This is in compliance with section 3.14 and 3.15 of NFS common operating procedure (extract given as annexure 2)

3). To facilitate implementation of the above, we request member banks to refer the following documents:

1. The RuPay ATM Card - Marks & Specification Manual (Version 1.1)
2. The RuPay Brand Manual for ATM and Micro-ATM Cards (Version 1.0)

Member banks are also requested to ensure that the placement of the RuPay logo at the ATMs is either alongside the logos of other interchange or directly above such logos.

4). NPCI had discussed this issue of replacement of logos at ATMs/ATM premise with almost all the banks. While most of the banks desired that NPCI should take care of the cost of printing of the stickers on the ATMs/ATM premise, a few member banks desired that they may be given only the design and they would take care of printing and affixing of the stickers. Accordingly, NPCI has printed adequate number of stickers and the same are readily available for distribution.

5.) The banks that would like to get stickers are requested to contact the NFS officers (email and contact details mentioned overleaf) by 31st May, 2011 and mention the number of stickers required and the location to which they should be couriered to so that NPCI can despatch the same to respective banks for their further action of affixing these stickers on all their ATMs/ATM premise. The stickers would be couriered to the designated personnel in the bank by the last week of June 2011. They can then complete the task of affixing RuPay logos by 31st July, 2011 if not earlier.



भारतीय राष्ट्रीय भुगतान निगम
NATIONAL PAYMENTS CORPORATION OF INDIA

6). The banks, who wanted only the design to be made available, may kindly inform the NFS officers (email and contact details mentioned below) by 31st May, 2011 so that NPCI can courier the details in a CD to the designated personnel at the bank for subsequent action by the bank. It may please be noted that the task of fixing Rupay logo should be completed by 31st July, 2011 if not earlier.

7). As regards the use of Rupay logo on the Debit Cards which are currently used for cash withdrawal, a separate communication would follow.

8). NPCI officials can be reached at the following email/phone contacts for any clarifications relating to this exercise.

Sr	Name(s)	Email Address	Contact Nos.
1	Amit Shetty	amit.shetty@npci.org.in	+91 22 2657 3150 / 810810 8674
2	Jyoti Jadhav	jyoti.jadhav@npci.org.in	+91 22 2657 3150 / 810810 8619

Kindly acknowledge the receipt of the circular.

A.P. Hota
Managing Director & CEO

Encl: As above

सी-9, 8वीं मंजिल
आरबीआई प्रिमायसेस
बान्द्रा-कुर्ला कॉम्प्लेक्स
बान्द्रा पूर्व
मुंबई - 400 051

C-9, 8th Floor,
RBI Premises
Bandra-Kurla Complex,
Bandra East
Mumbai - 400 051

दूरभाषा / Phone : 022 2657 3150
फैक्स / Fax : 022 2657 1001
ई-मेल / email : contact@npci.org.in
वेबसाइट / Website : www.npci.org.in



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RESERVE BANK OF INDIA
www.rbi.org.in

DPSS.CO.PD. 2462/02.17.001/2010-2011

April 27, 2011

The Managing Director & CEO
National Payments Corporation of India
C-9, 8th floor
RBI Premises
Bandra-kurla Complex
Bandra East
Mumbai- 400 051

Dear Sir,

Public launch of "RuPay" Card

Please refer to your letters 2973/3050/3069 dated March 15/22/23, 2011 on the subject.

2. We accord approval to you for the following:

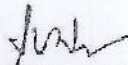
- a. Launching the NPCI, "RuPay" affiliated cards for use at ATMs and Micro ATMs. It is further advised that you may ensure that the use of these cards under the Adhar Enabled Payment System (AEPS) is in strict compliance with the DBOD guidelines on Business Correspondents (BCs).
- b. Displaying "RuPay" logo on the cards under the scheme.

3. With respect to advising member banks of NFS to make use of "RuPay" logo on their cards/ acceptance points (ATMs/Micro ATMs), we advise you to inform banks that they may be guided by DBOD instructions in the matter.

Please acknowledge receipt.

Thanking you,

Yours faithfully,


(K. Sivaraman)
General Manager

भुगतान और निपटान प्रणाली विभाग, केन्द्रीय कार्यालय, 14 वीं मंजिल, केन्द्रीय कार्यालय भवन, शहीद भगतसिंह मार्ग, मुम्बई - 400 001, भारत
फोन : (91-22) 2264 4995 फैक्स : (91-22) 2265 9566 / 2269 1557 ई-मेल : helpdpss@rbi.org.in

Department of Payment & Settlement Systems, Central Office, 14th Floor, Central Office Building, S.B.S. Marg, Mumbai - 400 001, India
Tel. : (91-22) 2264 4995 Fax : (91-22) 2265 9566/2269 1557 E-mail : helpdpss@rbi.org.in

हिंदी आसान है, समका प्रयोग बढ़ाए

Annexure 2

(Extract taken from NFS common operating procedure)

Section 3.14: NFS Network Logo/Trade Mark

It is binding on all members participating in the NFS Network to use the NFS Network Trademark /Logo as authorised by NPCI either in connection to ATMs or Cards but should not use the same, for any purpose it is not meant for, without prior written permission from NPCI.

Section 3.15: Advertising Rules

All member banks participating in the NFS Network should strictly adhere to the rules meant for advertising and promotion of the NFS Network.

1. The standard logo or any other promotional material as authorized by NPCI should be displayed either on the ATMs or at the doors and windows of the ATM premises.
2. Members can advertise and promote their participation in the NFS Network by using NFS Network standard logo as authorized by NPCI.
3. Upon withdrawal or termination from the NFS Network, in such a case the respective member should stop using NFS name, logo and trademark shall be destroyed with immediate effect and except for cards bearing NFS Network logo, which will cease within two (2) years or the expiry date of the card, whichever is earlier.
4. The advertisement policy on ATMs shall be as per the guidelines of DBOD.