

NPCI appoints Sohini Rajola as Executive Director

Mumbai, 2 April 2025: National Payments Corporation of India ([NPCI](#)) today announced the appointment of Ms. Sohini Rajola as 'Executive Director – Growth' to strengthen the organisation's senior leadership.

Ms. Rajola will drive the widespread adoption of NPCI's payment solutions. She will lead product enhancement initiatives in alignment with strategic goals and market needs and drive innovative marketing strategies, spearhead business development, and go-to-market plans of the organisation. She will also be responsible for managing strategic alliances and partnerships with banking institutions, fintech firms, Government authorities and regulatory institutions.

Ms. Rajola brings over two decades of extensive experience across various domains in the payments and banking sectors. Prior to joining NPCI she was the Asia Pacific Regional Head at Western Union and served as the Digital Banking Head and Cards Head at Axis Bank before that.

Speaking on the appointment, **Mr. Dilip Asbe, MD & CEO, NPCI** said, "Sohini brings with her a wealth of experience in the payments and digital banking space. Her expertise will be invaluable in leading forward-thinking initiatives and driving innovative technical solutions to address both current and future market demands. We are confident that she will play a key role in advancing our mission to provide secure, seamless digital payment solutions for all. We welcome Sohini to the NPCI Group."

About NPCI:

National Payments Corporation of India (NPCI) is the central body responsible for overseeing retail payments and settlement systems in India. It is established by the Reserve Bank of India (RBI) and the Indian Banks' Association (IBA). The Company is focused on bringing innovations in the retail payment systems by using technology for achieving greater efficiency in operations and widening the reach of payment systems. NPCI is committed to harnessing the transformative potential of deep tech, creating an ecosystem that fosters collaboration to work on breakthrough technologies. Underlining its commitment to service, NPCI has been incorporated as a "Not for Profit" Company to provide infrastructure to the entire Banking system in India for physical as well as electronic payment and settlement systems.

NPCI has made a profound impact on India's retail payment landscape, focusing on creating robust, efficient, and inclusive payment and settlement solutions. NPCI has been instrumental in introducing a range of products that have revolutionised retail payment systems. These include [Unified Payments Interface](#) (UPI), [RuPay](#), [National Automated Clearing House](#) (NACH), [Immediate Payment Service](#) (IMPS), [National Electronic Toll Collection](#) (NETC), [Aadhaar Enabled Payment System](#) (AePS), [e-RUPI](#) and more. Each of these products has contributed significantly to enhance the efficiency and accessibility of payment systems in India, ultimately propelling financial inclusion.

NPCI has played a fundamental role in establishing the foundation for India's rapidly growing digital payments ecosystem, projecting the country onto the global stage.

NPCI has three wholly owned subsidiaries – [NPCI International Payments Limited \(NIPL\)](#) and [NPCI Bharat BillPay Limited \(NBBL\)](#) and [NPCI BHIM Services Limited \(NBSL\)](#), established in pursuance of NPCI Board & RBI approval.

For more information visit: <https://www.npci.org.in/>

For media inquiries, please contact:

NPCI Swagata Gupta swagata.g@npci.org.in Ankur Dahiya ankur.dahiya@npci.org.in	Adfactors PR Aniket Chandel aniket.chandel@adfactorspr.com Joelle Fernandes joelle.fernandes@adfactorspr.com
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