

NPCI/2024-25/RuPay/029

25th February 2025

RuPay Debit Platinum Card Program

1. Introduction:

RuPay Platinum Debit Card was launched in July 2014. RuPay Platinum Debit Cards come with various in-built features & offers. With the support of partner banks, RuPay has gained substantial volumes in recent years & therefore, we are delighted to offer the below features & benefits provided on RuPay Platinum Debit Cards with effect from **1st April 2025**.

2. RuPay Platinum Debit – Features and Benefits:

Feature	Program
RuPay Lounge Program	Domestic Airport lounge program for RuPay Platinum Debit Card provides access to cardholders one (1) time per calendar year [#] per card in any of the participating Domestic Airport lounges*. International lounge program provides access to cardholders one (1) time per calendar year [#] in any of the participating International Airport lounges*
Personal Accident Insurance**	Personal Accident Insurance cover (Accidental Death or Permanent Total Disability) of upto Rs. 2,00,000. Cardholder needs to perform minimum one successful RuPay Card induced financial transaction at any POS/E-com, Intra or Inter-bank i.e. on-us or off us within 30 days prior to date of accident including accident date of RuPay Cardholder.
Concierge Services	Personal Assistance Anytime, Anywhere. 24*7 assistance is available in Hindi, English, Marathi, Gujarati, Punjabi and 4 south Indian languages on the toll-free number- 1800-26-78729
Exclusive Merchant Offers	Exclusive offers from partner merchants (Link: www.rupay.co.in/rupay-offers)

*Refer list of Domestic and International Lounges on <https://www.rupay.co.in/lounges>

**The circular for Insurance Policy Details is available on the RuPay website- "NPCI/2023-24/RuPay/034"

[#]Calendar Year will be considered January to December

3. Capping on Lounge Feature Utilization:

Feature	Capping Structure
Airport Lounge Access Program (Domestic and International)	Lounge Utilization capped at 0.50% p.a. of the RuPay Platinum Card Base. Upon breach at portfolio level, cost to be billed to banks based on their utilization rate. The bank can decide the number of visits to be allowed for its customers in order to manage the utilization%.

The utilization limits of all the features would be calculated basis:

- 100% of the card base at the end of the previous period; and
- 50% of the cards issued in the current period

The utilization report will be shared with the banks on a quarterly basis. Please note that capping structure of the feature shall be applicable to the complete RuPay Platinum debit portfolio of the bank and will not have any impact on an individual cardholder. An illustration of feature utilization capping is attached as **Annexure A**.

4. RuPay Platinum Debit card Product fee:

Banks will be charged a fee of **INR 25 per card per annum**. The same will be collected quarter wise from the banks based on the number of RuPay Platinum Debit cards reported by the banks in the MCPR.

5. RuPay Platinum Debit – Product Fee Rebate Structure:

NPCI provides a rebate to RuPay Platinum issuing banks in order to encourage banks to issue RuPay Platinum Cards which in turn reduces the fee per card for the banks.

Rebate Structure for RuPay Platinum Cards issued in the Current Financial Year:

For Cards issued in current FY:

# of RuPay Platinum Cards issued (Current FY)	Product Fee Rebate
Up to 1.25 Lakh	0%
Greater than 1.25 lakh and up to 2.50 lakh	20%
Greater than 2.50 lakh and up to 3.75 lakh	40%
Greater than 3.75 lakh and up to 5.00 lakh	60%
Greater than 5.00 lakh	80%

Rebate Structure for RuPay Platinum Cards issued till Previous Financial Year:

The rebate structure applicable for RuPay Platinum Cards issued till Previous Financial Year will be as mentioned below:

# of RuPay Platinum Cards issued till Previous FY	Product Fee Rebate
Up to 2.5 Lakh	40%
Greater than 2.5 Lakh	60%

In case, if the utilization of complementary lounge visits crosses the pre-defined capped limit at the end of the FY, the cost of the same shall be recovered from the Banks or from the available Product Fee Rebate, as the case maybe.

Please Note: The above product fee, card features, and rebate structure will be in place till the new circular with revised features is issued.

Request all the member banks to make a note of the above and provide communication to RuPay Cardholders about the features and benefits of the card.

Yours sincerely,

SD/-

**Kunal Kalawatia
Chief of Product**

Annexure A

Illustration of Feature Utilization Capping

Utilization capping limit based on cards base would be calculated basis-

- 100% of the card base at the end of the previous FY i.e., April to March
- 50% of the new card base at the end of the current FY i.e., April to March

Illustration-

Case-1: Annual utilization rate of RuPay Platinum Debit Card of the bank is equal to or less than 0.50 %. In this case, no recovery will be made on the bank for the year.

Case-2: Annual utilization rate of RuPay Platinum Debit Card of the bank is greater than 0.50%. In this case, recovery will be made on the bank for the year.

Bank	Previous year closing CIF (Mn.)	Current year closing CIF (Mn.)	Utilization capped at 0.5%	Actual Utilization Count	Extra Visits	Billing at INR 1275 per visit (INR Cr)
Bank A	0.5	0.6	2,750	2,400	-	-
Bank B	-	0.5	1,250	1,000	-	-
Bank C	0.03	0.05	200	300	100	0.0127
Bank D	1.5	1.6	7,750	8,000	250	0.0318

**The above price will be subject to change in case the merchant revises the same. The revised rates will be communicated to the member Banks.*

Note:

1. The Actual Utilization count considers both Domestic & International visits done by the customers in case of complementary lounge feature.
2. The over utilization shall be calculated as per the average cost per visit of a particular feature for the Bank