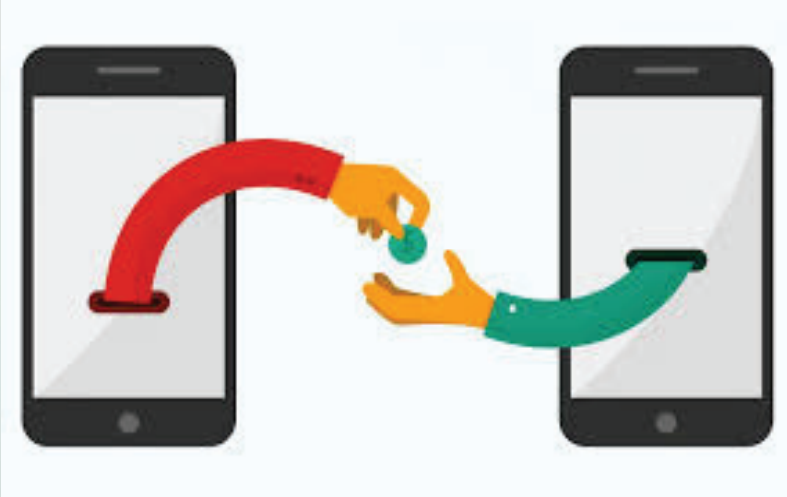




# Digital Payment Solutions: An Introduction

# WHAT IS DIGITAL PAYMENT



## What

- ▶ A way of payment which is made through digital modes also called electronic payment

## Why

- ▶ Fast, easy, and convenient
- ▶ Economical and less transaction fee
- ▶ Provides a digital record of transactions that customers can track
- ▶ Gives an one stop solution for any type of payments
- ▶ Helps in keeping black money under control

## Modes

- ▶ Internet Banking, Mobile Banking
- ▶ Mobile applications
- ▶ Card based transactions




# ADVANTAGES OF DIGITAL PAYMENTS





- You can pay to your friends or for goods/services online at any time and from any location
- You don't have to spend time queuing in banks or merchant offices waiting for your turn to transact
- Instant confirmation of payment
- Digital payments eliminates the security risks that come with handling cash money

# PAYMENT

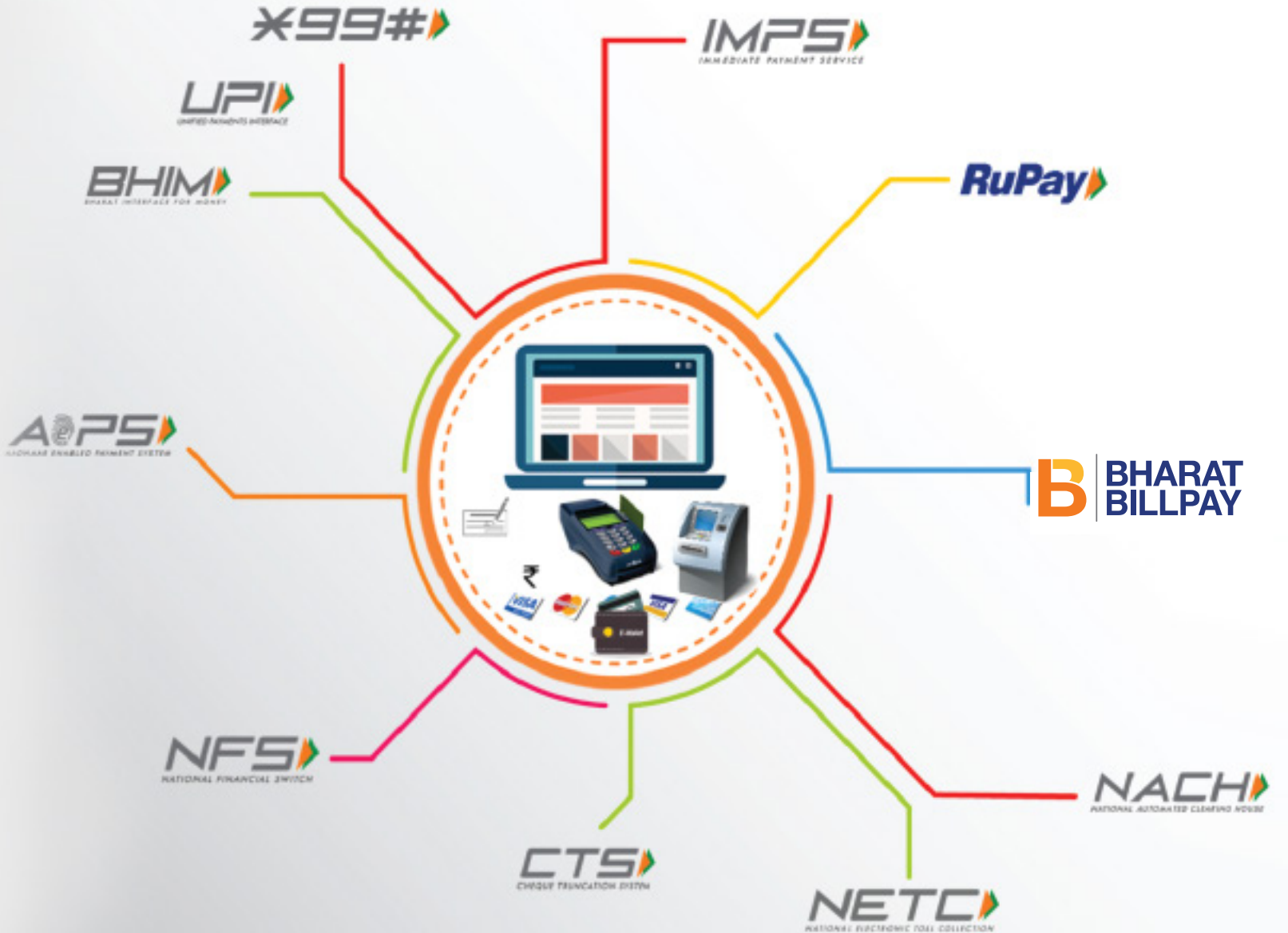


 All payments happen over secure banking networks and the app does not store any user data or passwords

 2 factor authentication as per RBI: UPI adds an extra layer of security by requiring you to create a PIN for your transactions

 Every transaction needs you to key in your PIN for authorization. Physical access to your phone will not be enough to make a transaction

# NPCI PRODUCTS SUITE





# Unified Payment Interface

# ▶ WHAT IS UPI?

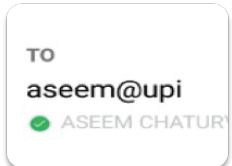


## What is UPI?

- ▶ A system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood.
- ▶ Also caters to the “Peer to Peer” collect request which can be scheduled and paid as per requirement and convenience.



Push and Pull Payments



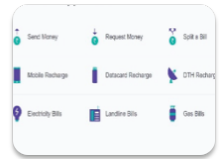
UPI ID  
(‘Username@PSPName’)  
(No need to share Bank account details)



Single Click 2 Factor Authentication



Transfer using Single identifier: Virtual Address



One App for all transaction needs

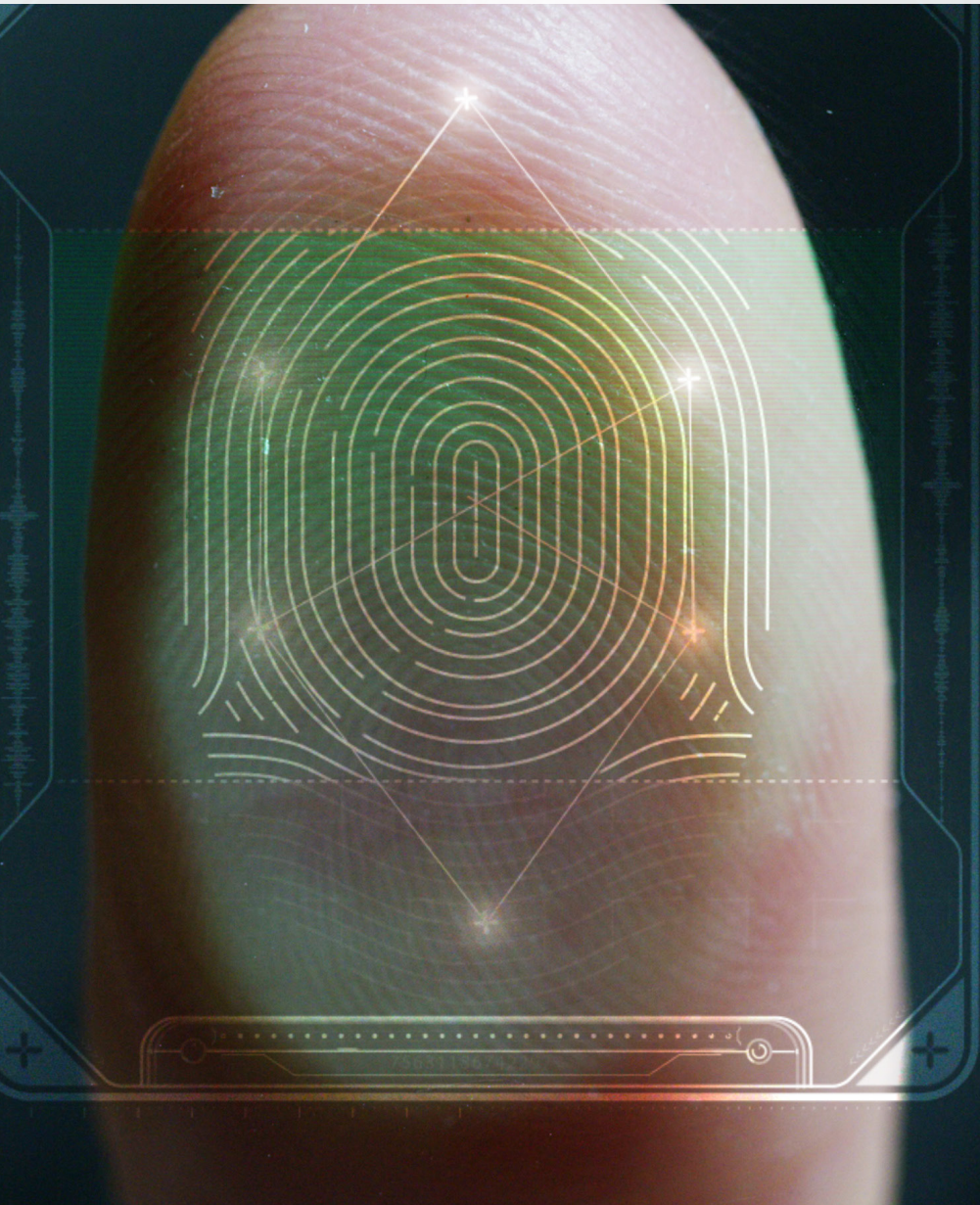


Banks – (Payment Service Provider) will provide App to customers of any bank

## UPI FEATURES



# BHARAT INTERFACE FOR MONEY (BHIM)



- ▶ Bharat Interface for Money (BHIM) is an app that lets you make simple, easy and quick payment transactions using Unified Payments Interface (UPI).
- ▶ User can make instant bank-to-bank payments and Pay and collect money using just Mobile number or Virtual Payment Address (VPA or UPI ID)

# PAYMENT

## To End User

- ▶ Privacy - Share only Virtual Address and no other sensitive information
- ▶ Multiple Utility - Cash on delivery/bill split sharing/ merchant payments / remittances
- ▶ One Click 2 FA - Authorize transaction by entering only the PIN
- ▶ Work across various interfaces - Payment request generated on Web interface; authorized on Mobile interface (App)
- ▶ Availability & Security - Available 24\* & \*365. Customer does the transaction on his personal device

## To Merchant


















- ▶ Seamless fund collection from customers - single identifiers
- ▶ No risk of storing customer's virtual address like in Cards
- ▶ Tap customers not having credit/debit cards
- ▶ Suitable for e-Com & m-Com/
- ▶ Resolves the COD collection problem
- ▶ Single click 2FA facility to the customer - seamless Pull
- ▶ In-App Payments (IAP)

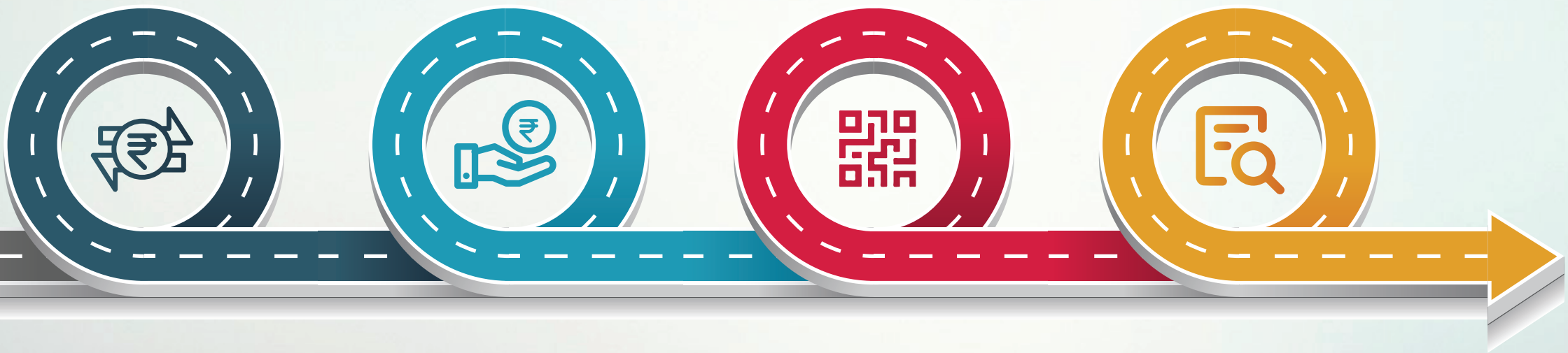
## To Bank

- ▶ Simple (Single click 2FA) Universal App for transactions Leverages existing Infrastructure Secure
- ▶ Payments basis Single/Unique Identifier
- ▶ Tap C2B segment & E-Com / M-Com

# 125+ BANKS: UPI LIVE MEMBERS

## Few UPI Supporting Platforms

 <p>BHIM National Payments Cor. ★★★★★</p>	 <p>iMobile by ICICI Bank ICICI Bank Ltd. ★★★★★</p>	 <p>SBI Pay State Bank of India ★★★★★</p>	 <p>AXIS PAY Axis Pay UPI App Axis Bank Ltd. ★★★★★</p>	 <p>PNB UPI PNB ★★★★★ FREE</p>	 <p>Union Bank UPI App Union Bank of India ★★★★★ FREE</p>	 <p>UPI - United UPI United Bank of India ★★★★★ FREE</p>	 <p>Maha UPI Bank of Maharashtra ★★★★★ FREE</p>	 <p>Allahabad Bank UPI Allahabad Bank ★★★★★ FREE</p>
								



## WHAT IS UPI?

Both P2P & P2M mandates can be initiated through both payer & payee. Mandate once executed successfully can not be reinitiated

## OVERDRAFT ON UPI

Signed Intent & QR will be allowed only to trusted PSP Apps. Provides additional security

## SIGNED INTENT AND ENCRYPTED UPI QR CODE

View original Bill in PDF format. It would exactly look like customer's original bill. This feature can be utilised for bill payments, invoices, financial services etc.

## INVOICE IN THE INBOX

Any UPI user can open OD with bank. New customer can open OD & then link to UPI; Bank decides rules, rates, credit worthiness, account transaction limits etc..

## Videos (English), please download other regional language based on the requirement


- ▶ What is UPI: <https://youtu.be/5RNshDcXGjg>
- ▶ BHIM Installation: <https://youtu.be/DfpY2VkHDI0>
- ▶ BHIM- Easy way to send money: <https://youtu.be/HojTQqB5Gws>
- ▶ BHIM request money: <https://youtu.be/44svBnHMDyw>
- ▶ BHIM- QR Scan and Pay: <https://youtu.be/VOI94liTynI>





**RuPay** 


# RUPAY - INTRODUCTION




 RuPay is India's own domestic card scheme conceived and launched by NPCI

 RuPay holds 57% of market share on Debit Cards

 The RuPay card was launched in March 2012

 Makes cost structure transparent and simple for banks

 Providing Universal Access to card payment system

 Tied up with Discover, China Union Pay & JCB Japan for international acceptance

# RUPAY CARDS : CURRENT VOLUME



**1100+**

Banks issuing RuPay cards



**560+ Million**

Total cards in force



**~40 Million**

Total Platinum Cards in force



**30+**

Banks issuing International Cards



# RUPAY – DEBIT PRODUCT OFFERING



**Platinum**



**Classic**



**PMJDY**

# RUPAY – DEBIT CARD KEY FEATURES



## **RuPay Insurance Program:**

Death due to Personal Accident and Permanent Disability  
All RuPay Platinum Debit cardholders are eligible for the Insurance cover of upto Rs. 2lakh.



## **RuPay Domestic Lounge Access Program:**

Two Free Access Per Quarter for Platinum Cardholder  
Free access across 35+ airports lounges in 15 Cities



## **RuPay Concierge Services:**

Personal Assistance Anytime, Anywhere. 24/7 assistance is available in Hindi & English language.



## **Activation Offer:**

Exclusive offers from various brands



## **Other Offers:**

Merchant offers provided to RuPay cardholder in various segment



## **Utility Bill Payments:**

5% Cash Back on total bills paid (capped at Rs. 50 per card per month)

# RUPAY – DEBIT PRODUCT PROPOSITION

	Debit Platinum	Debit Classic	Debit PMJDY
 <b>Welcome Offer</b>	✓	✗	✗
 <b>Insurance</b>	✓	✓	✓
 <b>Cashbacks</b>	✓	✗	✗
 <b>Lounge Access</b>	✓	✗	✗
 <b>Concierge</b>	✓	✗	✗
 <b>Merchant Offers</b>	✓	✓	✓

[https://youtu.be/I\\_gt61o0C9E](https://youtu.be/I_gt61o0C9E)



# RUPAY – CREDIT PRODUCT OFFERING

## **RuPay** CREDIT



**Select**



**Platinum**



**Classic**

# RUPAY – CREDIT CARD PRODUCT PROPOSITION



	RuPay Select Credit	RuPay Platinum Credit	RuPay Classic Credit
Target Group	Affluent Segment	Mass-Affluent Segment	Mass Segment
Insurance	✓	✓	✓
Cashbacks	✓	✓	✗
Lounge Access	✓	✗	✗
Concierge	✓	✓	✗
Merchant Offers	✓	✓	✓

<https://youtu.be/9n5kW1ByCT8>



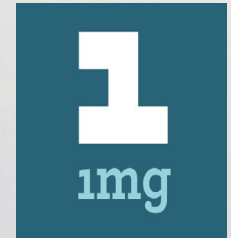
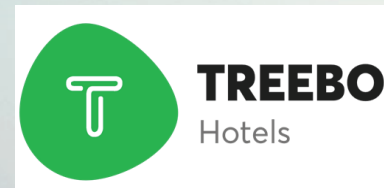
## **RuPay POS**

<https://youtu.be/KR3t8Zfe02k>



# ▶ VIDEO: RUPAY ON ECOM

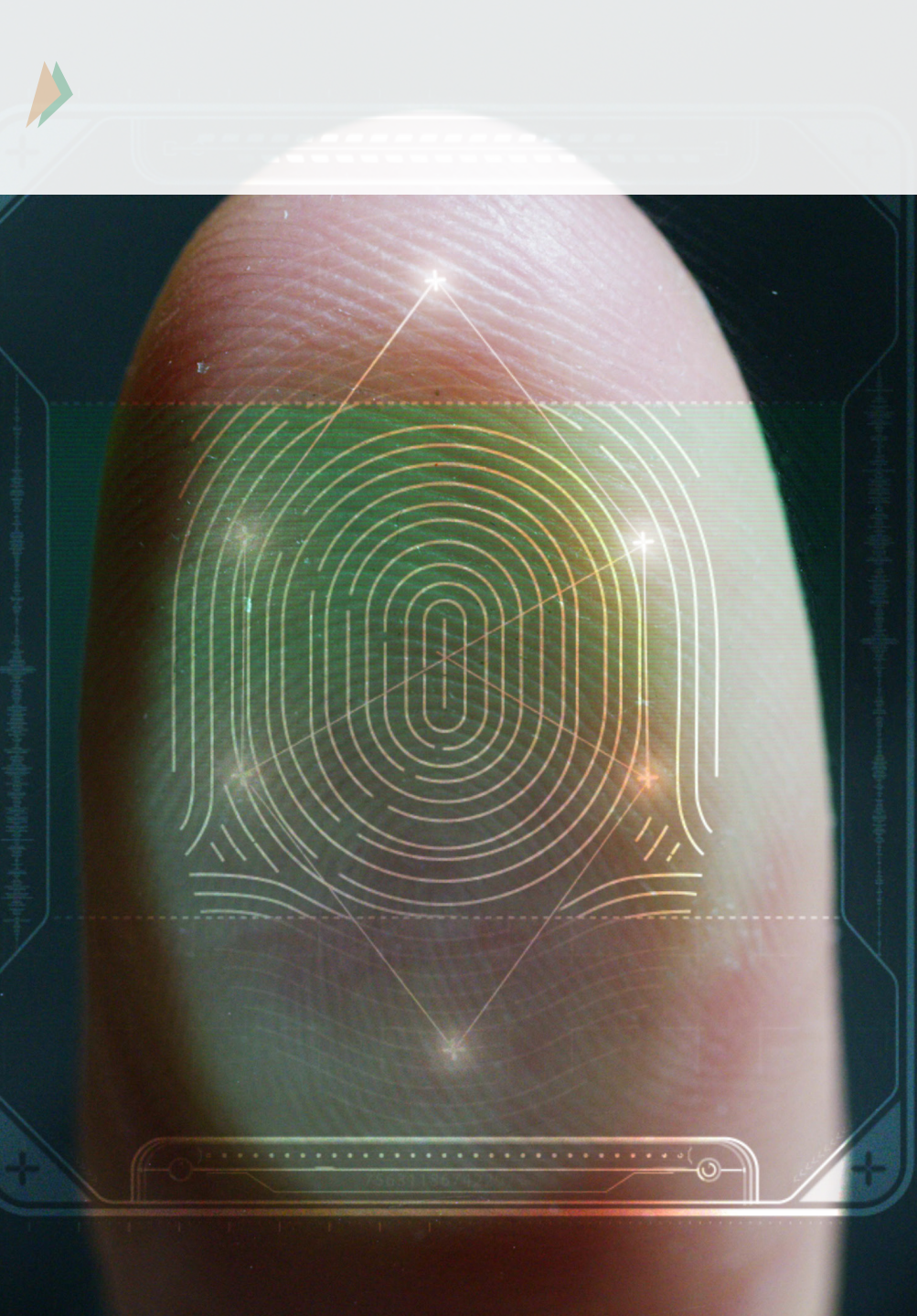
1000+ offers currently running on RuPay across various categories !!







# Aadhaar Enabled Payment System



Aadhaar Enabled Payment System (AePS) is a bank led model which allows online financial inclusion transaction at Micro-ATM through the Business Correspondent(BC)/Bank Mitras of any bank using the Aadhaar authentication.

What is AePS



# VIDEO: WHAT IS AEPS





BHIM Aadhaar Pay is a “merchant application” that is available on Google Play Store for download on android mobile phones. These mobile phones can also be integrated with a finger print scanner/iris.

BHIM Aadhaar Pay allows merchants to accept the Aadhaar of the customer as a payment instrument for the purchase of goods and services.

BHIM Aadhaar Merchant / BHIM Aadhaar Customer



# BILL PAYMENTS IN INDIA: CURRENT SCENARIO

## As per KPMG research:

### India currently has -

- ▶ More than **36.1 lakh PNG** connections
- ▶ More than **6.3 crore active DTH** connections
- ▶ More than **120 crore mobile connections** (including prepaid and postpaid)
- ▶ More than **32.4 crore active broadband subscribers**
- ▶ Power sector generates more than **18 crore bills per month**

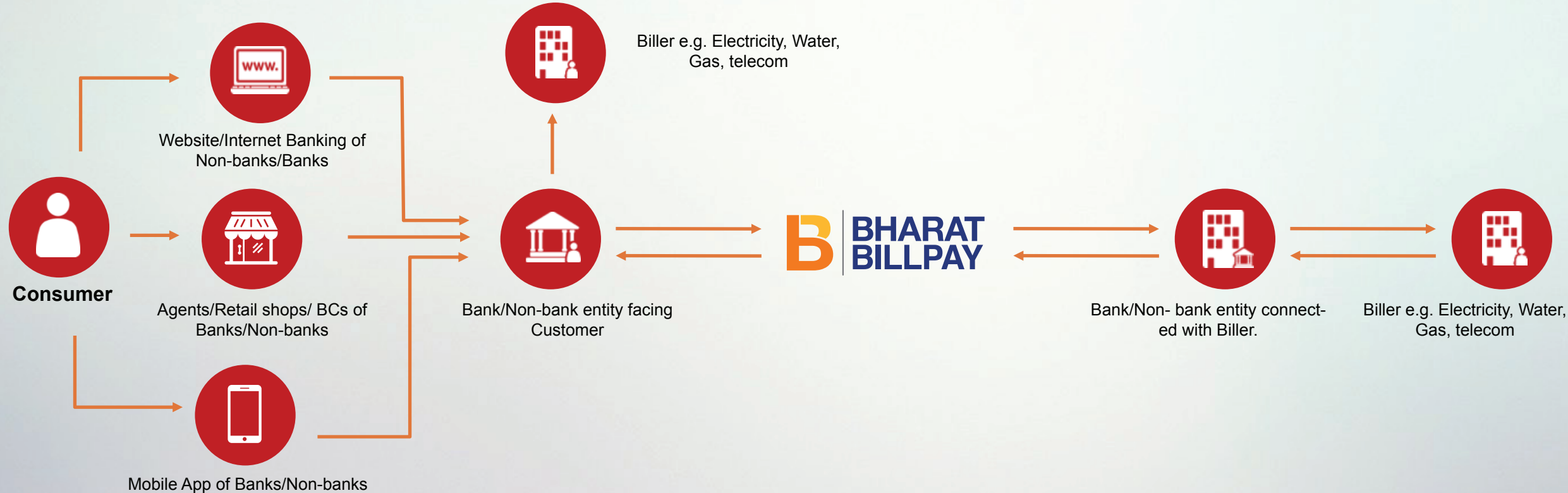


By end of 2016, the size of bill payments market\* in India was more than ₹5.85 trillion, out of which **70 percent** of the bill payments were done using cash or cheque.

\*includes other categories



**Bharat Bill Payment System is a Reserve Bank of India (RBI) conceptualised ecosystem which offers integrated, accessible and interoperable bill payment services to consumers across geographies with certainty, reliability and safety of transactions.**



**1** Consumer (Payer) uses a channel for payment

**2** Bank/Non-bank debits the account, collates information and transmits to BBPCU

**3** BBPCU undertakes settlement between BBPOUs and passes the bill information and payment message

**4** Biller connected Bank/Non-bank entity sends information to Biller and credits accounts



# SALIENT FEATURES



## Interoperable

Connecting all at one place



## Accessible

Digital & Physical



## Cost-effective

Flat fee compared to advolerm



## Standards

Standard Processes-



## Integration

One point access



## Complaint Management

Standardized-both ON-US & OFF-US

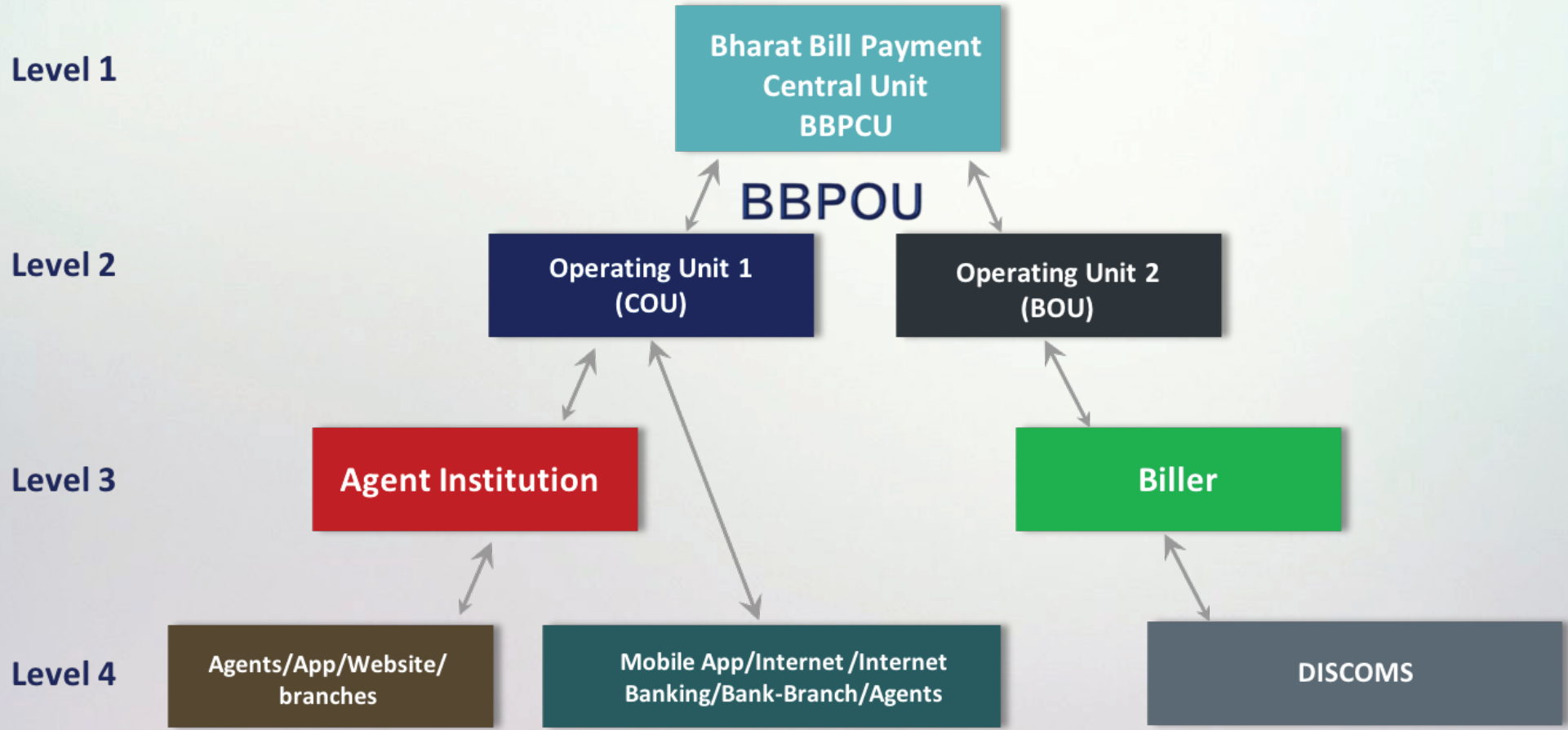


## Brand Connect

Single and trusted brand connect

# WHY AN ECOSYSTEM?

**Bharat BillPay** is an ecosystem that provides one-stop interoperable bill payment solution and enables the consumers of banks and non-banks across India to make bill payment via their preferred mode of channel like Website, Internet Banking, Mobile App/Banking, KIOSK or physical centres like Agent/Bank-Branch/Business Correspondents etc.



# TYPE OF BBPOUS & CHANNELS



**CUSTOMER OU**  
BBPOU's engaging only with customers



**BILLER OU**  
BBPOU's acquiring only Billers



**BOTH (CUSTOMER OU AND BILLER OU)**  
BBPOU's managing both customer and Biller

## Payment Channels

Internet | Internet Banking | Mobile | Mobile Banking | POS | MPOS | KIOSK | ATM | Bank Branch | Business Correspondents | Agents

## Payment Mode

Cash | Credit Card | Debit Card | IMPS | Internet Banking | NEFT | Prepaid Card | Wallet | UPI | AEPS
















## Payment Options

Full | Minimum | Excess | Part | Penalty | Multiple

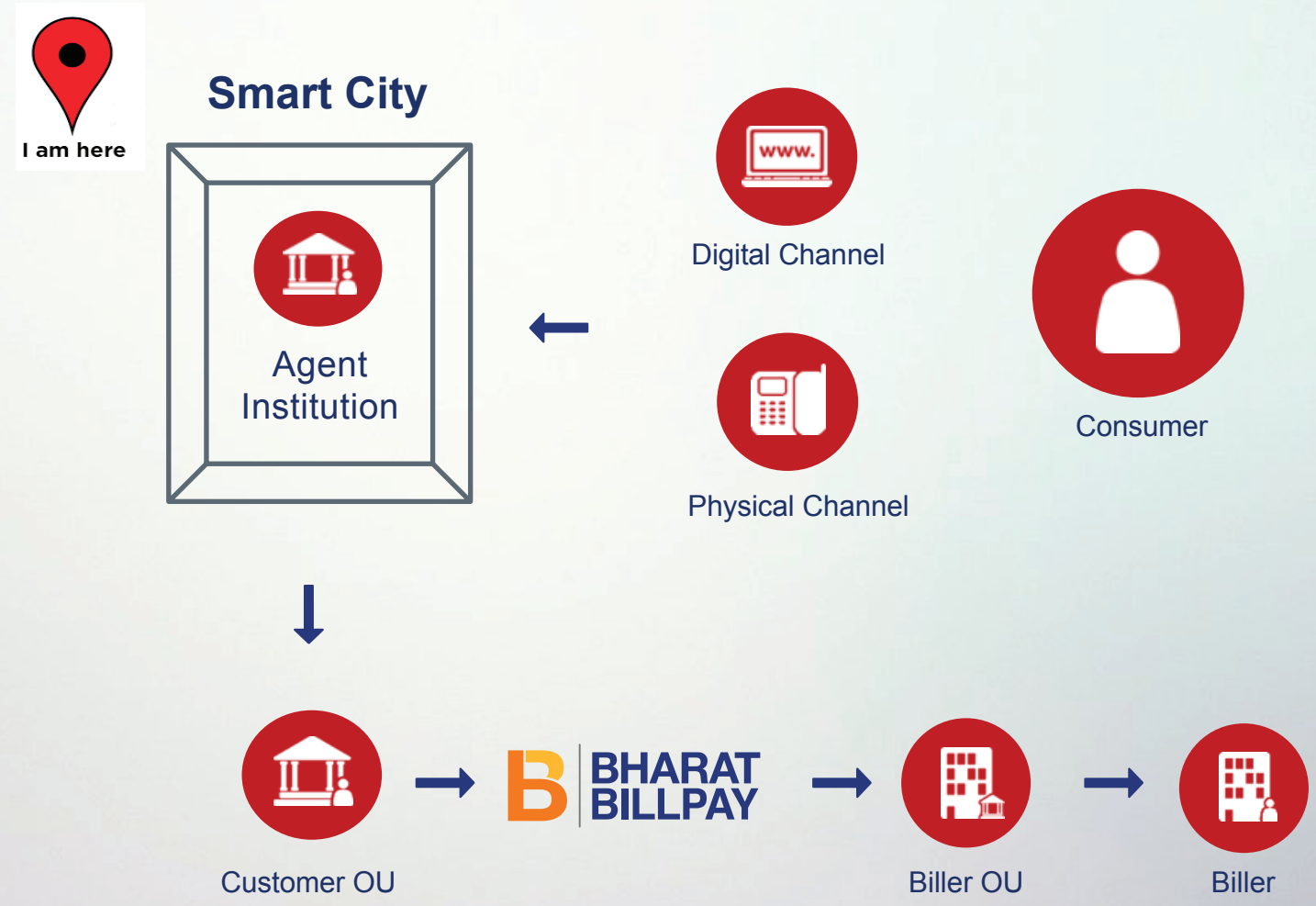
# BILLER CATEGORIES IN BHARAT BILLPAY



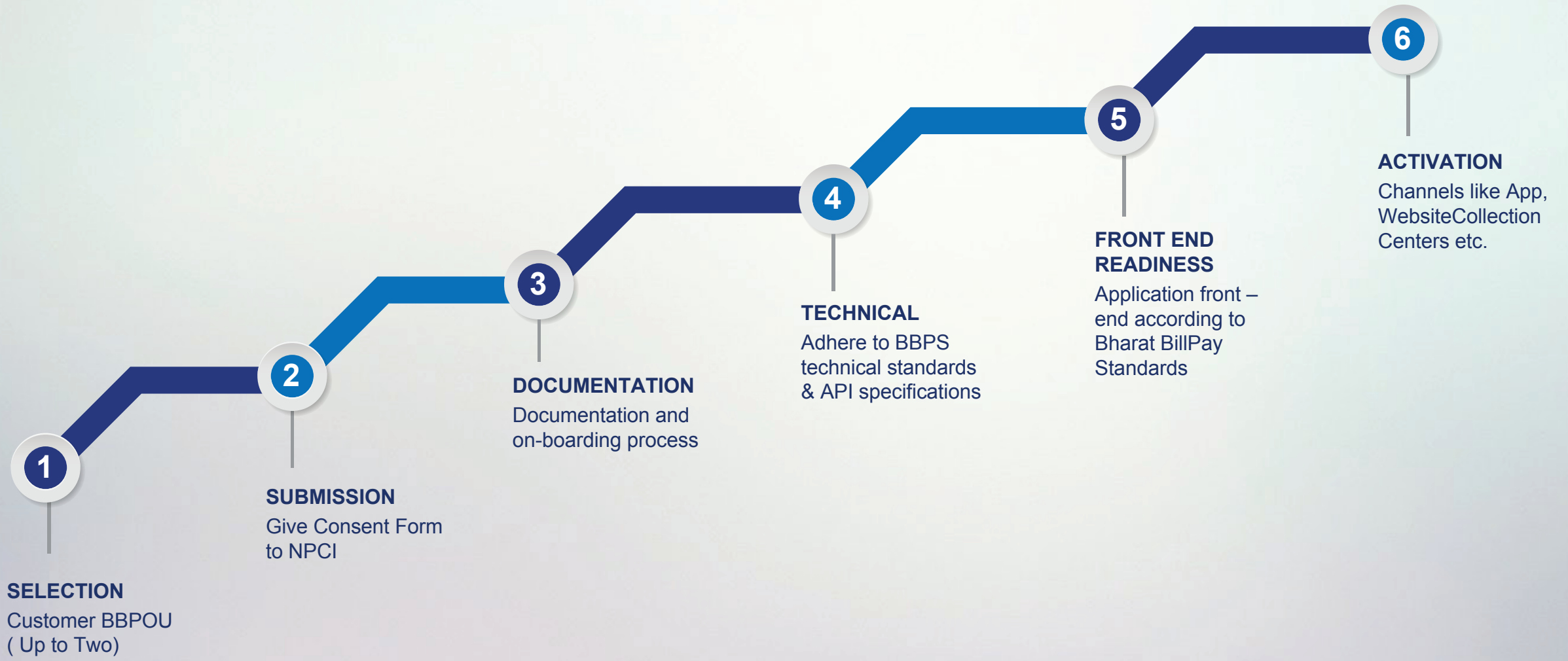
Following services along with core utilities may be incorporated in Bharat BillPay

<b>RBI approved</b>	 Electricity	 Water/ Municipality	 Gas Supply	 Telecom	 DTH
<b>Institution Fees*</b>	 School Fees	 College Fees		 Subscription Fees	
<b>Others*</b>	 Insurance	 Mutual Funds	 Credit Card Bill Payments		 Govt. payments
<b>Future*</b>	 One time payments	 EMI's (NBFC)		 Housing Society	Others

# SMART CITY- AS AN AGENT INSTITUTION



# PROCESS OF ON-BOARDING ON BBPS



# KEY VALUE PROPOSITION



## Pay Bills-Anytime - Anywhere





**THANK YOU**