

GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF FINANCIAL SERVICES

RAJYA SABHA
UNSTARRED QUESTION NO. 1665

ANSWERED ON TUESDAY, AUGUST 06, 2024/SRAVANA 15, 1946 (SAKA)

PROMOTION OF RUPAY CREDIT CARD PAYMENT SERVICE SYSTEM

1665. SHRI NARAYANA KORAGAPPA:

Will the Minister of FINANCE be pleased to state:

- (a) the details of initiatives by Government in promoting RuPay Credit Card payment service system;
- (b) the manner in which Government is promoting RuPay Credit Card in low penetration segments viz Tier Two and Tier Three locations;
- (c) the manner in which Government is promoting RuPay Credit Card in IRCTC and whether RuPay Credit Card is the number one payment service used in IRCTC; and
- (d) the details of the top three credit card payment service system in the country, volume-wise, cards-wise and number of transactions-wise?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE
(SHRI PANKAJ CHAUDHARY)

(a) & (b) The Government, Reserve Bank of India (RBI) and National Payments Corporation of India (NPCI) have been taking various initiatives from time to time to promote RuPay cards including increasing its penetration in Tier Two to Tier Three cities. As per the Statement on Developmental and Regulatory Policies dated 8th June 2022, RBI has permitted the linking of RuPay Credit Cards with Unified Payments Interface (UPI). This integration is aimed at enhancing the reach and usage of RuPay credit cards by providing customers with more convenient avenues to make payments using their credit card through the UPI platform.

Further, to offer customers greater choice and improve service quality, RBI issued a circular **CO.DPSS.POLC.No.S1133/02-14-003/2023-24** on 6th March 2024, mandating card issuers to provide the option to the customers to choose from multiple card networks. This policy fosters competition among card networks while ensuring that customers can select the card network that best meets their needs. Accordingly, all key banks issue RuPay Credit Cards nationwide and offer various privileges and benefits to keep customers engaged. Also, in Tier Two and Tier Three locations, banks use on-ground promotion channels such as branches, ATMs, and sales teams. Customers also receive promotions via digital media, newspapers, television, and personalized communication channels, making RuPay Credit Card a natural preference.

(c) RuPay has launched three co-branded credit cards in partnership with IRCTC: the SBI-IRCTC Co-brand Credit Card, the BoB Cards-IRCTC Co-brand Credit Card, and the HDFC-IRCTC Co-brand Credit Card. RuPay Credit Card is a robust payment option on the IRCTC platform. IRCTC customers receive 1-5% cashback on train ticket bookings using RuPay Credit Cards. Additionally, customers can enjoy other loyalty benefits and attractive schemes

on the IRCTC mobile app by linking their RuPay Credit Cards on UPI and applying for a RuPay Credit Card.

(d) The bank wise credit card transactions details are available at <https://www.rbi.org.in/scripts/ATMView.aspx>, As per available data RuPay is in top three payment service providers and is the fastest growing credit card network in the country, presently more than 50% of the cards issued in the month of June 2024 are RuPay credit cards. In terms of number of transactions, 31.7% transactions were processed on RuPay credit cards in the month of June, 2024.
