

RuPay Debit Card

What is RuPay card?

RuPay is a combination of two words – Rupee and Payment. [RuPay Card](#) is an Indian version of debit card. It is very similar to international cards such as Visa/Master.

Who initiated it?

National Payments Corporation of India (NPCI) initiated the launch of [RuPay card](#) in India. It was done with the intention of integration of payment systems in the country. It has also tied up with Discover Financial Services firm for promoting this.

How will it work?

RuPay debit cards are similar any other debit cards that you might hold now. You can access them in the 1.45 lakh ATMs and 8.75 lakh POS terminals across the country. It will also be accepted on e-commerce websites. All banks have started issuing these cards to all their customers. The card also comes with a high end technology chip named EMV (Europay, Master Card and Visa) especially for high end transactions. It also has an embedded micro processor circuit with information about the card holder.

What are the Benefits of RuPay card?

Lower transaction cost – International transactions lead to higher transaction costs. Such costs can be reduced by using [RuPay card](#) since processing will be done within the country. Also, transactions will be faster.

Sms alerts – Users will get alerts for every transaction made through this card.

Reduced processing fees – Processing fees for [RuPay card](#) compared with regular debit [cards](#) will be considerably lower.

RuPay Debit Card uses:

- Cash withdrawal
- Mini-statement
- Shopping
- E-commerce transactions/ online purchase
- Inter operability between various channels and products.

RuPay Debit Card benefits:

- Lower cost and affordability
- Customized product offering
- Protection of information related to Indian consumers
- Provide electronic product options to untapped/unexplored consumer segment

Inter-operability between payment channels and products