

**BUREAU OF INDIAN STANDARDS**  
**(Administration Department)**

**CIRCULAR**

**Subject: Consumer Awareness for SBI-C IRCTC RuPay Card Issuance - regarding**

Please find attached the letter No. N-21/04/2018-P&C dated 01 October 2020 received from the Ministry of Consumer Affairs, Food and Public Distribution, Department of Consumer Affairs, Govt. of India, forwarding herewith a copy of the D.O. No. 2020/TG-I/10/RuPay Card dated 01 September 2020 of Ministry of Railways, Govt. of India, on above subject for information (copies enclosed).

2. All concerned heads of BIS HQs/ROs/BOs/Labs/NITS are therefore, requested to ensure compliance of the instructions containing in the enclosed letter.

3. This issues with the approval of the Competent Authority.

Encl: as above



(N. Vittoba)  
Director (Administration)

Our Ref: ADMN/09/04/2014

**Circulated to all Department at HQs, ROs/BOs/Labs/NITS through BIS Intranet**

**No. N-21/04/2018-P&C**  
Government of India  
Ministry of Consumer Affairs, Food and Public Distribution  
Department of Consumer Affairs

Krishi Bhawan, New Delhi  
Dated the 1<sup>st</sup> October, 2020

To

1. Director General, Bureau of India Standards (BIS), Manak Bhawan, New Delhi.
2. The Registrar, NCDRC, New Delhi.
3. The Director General, NTH, Calcutta.
4. Director, IILM, Ranchi.
5. All RRSLs

**Subject: Consumer Awareness for SBI-C IRCTC RuPay Card Issuance- regarding**

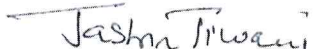
Sir,

I am directed to forward herewith a copy of D.O. letter dated 1.9.2020 from Chairman, Railway Board & Ex-officio Principal Secretary, M/o Railways addressed to all Secretaries along with a Press release on the subject mentioned above for promotional activities and to give wide publicity to the IRCTC-SBI-Credit Card.

2. Hon'ble Minister of Railways and Commerce & Industry has dedicated a IRCTC-SBI contactless Credit Card powered by RuPay to the Nation on 28.7.2020 for promoting indigenous payment platform in pursuance of Prime Minister's vision of Atma Nirbhar Bharat and Digital India. It is the Mission that Card should have 3 crore subscribers by 25.12.2020. It is requested to encourage the employees of your organization to subscribe the Card.

**Encl: As above.**

Yours faithfully,

  
(Jasbir Tiwari)

Under Secretary to the Govt. of India  
Tele No. 23381233



product now on RuPay platform will bring a powerful, one stop payment solution to a user base, which frequently travels through the Indian Railway's vast network. It is a well-established fact that SBI Card has the largest, most diverse co-brand card portfolio in Indian credit card market. This launch will augment the travel card portfolio further."

According to **Mr. Hardayal Prasad, MD & CEO, SBI Card**, "IRCTC SBI Card is one of our flagship offerings and is the only credit card in partnership with IRCTC. We are pleased to partner with RuPay to extend the IRCTC SBI Platinum card on their platform. Packed with compelling benefits and targeted at a vast audience of frequent railway travellers, this card strengthens our portfolio on the RuPay platform. In an environment where social distancing is the new normal, this new contactless card enables consumers to transact safely and securely online, and at POS (point of sale) by using Tap and Pay. Our consistent endeavour is to offer a differentiated and customised experience to diverse cardholder segments and with this launch we now hope to fulfil needs of a larger segment"

Commenting on the partnership, **Mr. M.P. Mall, Chairman and Managing Director, IRCTC** said, "IRCTC is one of the most widely used travel portals in the country and operates around 72% of the reserved train ticket bookings business in India. This partnership with SBI Card adds another feather in our cap with its launch and extends another Co-Branded Credit Card / Loyalty programme on RuPay Platform. It is aligned with our vision to simplify train ticket booking for frequent railway travellers. IRCTC's biggest strength, i.e., traffic and its loyal customer base, combined with RuPay's increasing popularity / market share and SBI Card's Digital capabilities will be a great match and has a huge potential to reach a large segment of cardholders through this tie-up."

**Mr. Dilip Asbe, MD & CEO of National Payments Corporation of India (NPCI)** said, "We are pleased to be associated with SBI Card and IRCTC for the innovative IRCTC SBI Card on RuPay platform. We believe this card would enable RuPay customers save significantly on their rail travels along with purchases in the lifestyle segment. With RuPay's increasing market share and gaining popularity among Indian customers, the IRCTC SBI Card on RuPay platform is yet another step to provide RuPay users a delightful shopping experience"

In addition to savings on rail travel, the IRCTC SBI card offers several benefits for online shoppers. Customers can avail attractive discounts while shopping at BigBasket, OXXY, foodfortravel.in, Ajio, etc. From wellness to entertainment, RuPay offers exciting benefits to customers such as 20% discount on medicines on Medlife, 25% off on Fitternity, Re.1 for 1 Month Hungama Music, Rs. 250 off on Me N Moms, to name a few. RuPay is also offering welcome benefits to its customers like





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upto 40% discount on pathology and 18% off on buying medicines from IMg, 10% fee waiver on any UpGrad course, Rs. 250 off on shopping at The Man Company and 10% discount each on Mamaearth and Apollo Pharmacy.

To further provide an all-round shopping experience to the customers RuPay is offering 10% discount while shopping at Carlton, Aristocrat, VIP, Skybag and Caprese. RuPay Cardholders will also get upto Rs. 300 off on Myntra, 15% discount on Cuemath, 25% off on Bata, 10% off on ordering in train from Rail Recipe and 50% off on All Test Series by Adda247

#### Highlights of IRCTC SBI Card on RuPay platform

- Upto 10% value back on AC1, AC2, AC3, AC CC bookings made at irctc.co.in
- 1 % transaction fee waiver on bookings made through IRCTC website
- 350 activation bonus reward points
- Discounts on ecommerce sites such as BigBasket, OXXY, foodfortravel.in, Ajio
- Redemption of reward points on IRCTC website for free tickets
- Tap and pay using contactless card
- 1% fuel surcharge waiver

#### About SBI Card

SBI Cards and Payment Services Limited (formerly known as SBI Cards and Payment Services Private Limited) ("SBI Card") is a non-banking financial company that offers extensive credit card portfolio to individual cardholders and corporate clients which includes lifestyle, rewards, travel & fuel and banking partnerships cards along with corporate cards covering all major cardholders' segments in terms of income profile and lifestyle. Presently, the brand has a wide customer base of over 10 million and operates through over 145 locations in India. SBI Card is based on the value proposition of "Make Life Simple" for its consumers It has diversified customer acquisition network that enables to engage prospective customers across multiple channels. SBI Card is a technology driven company. Visit [www.sbicard.com](http://www.sbicard.com) for more details.

#### About IRCTC

Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) is a "Mini Ratna (Category-I)" Central Public Sector Enterprise under Ministry of Railways, Government of India has been set up with the basic purpose of hiving off entire railway hospitality, catering, travel and tourism activity of the railways to the new Corporation so as to professionalize and upgrade these services with best practices of the industry. All the existing and new services launched by IRCTC is a part of its commitment to the Digital India initiatives and aims to ensure an easy, convenient and improved travel experience for passengers.

#### About NPCI

National Payments Corporation of India (NPCI) was incorporated in 2008 as an umbrella organization for operating retail payments and settlement systems in India. NPCI has created a robust payment and settlement infrastructure in the country. It has changed the way payments are made in India through a bouquet of retail payment products such as RuPay card, Immediate Payment

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Service (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), BHIM Aadhaar, National Electronic Toll Collection (NETC Fastag) and Bharat BillPay. NPCI also launched UPI 2.0 to offer a more secure and comprehensive services to consumers and merchants.

NPCI is focused on bringing innovations in the retail payment systems through use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payments solutions with nationwide accessibility at minimal cost in furtherance of India's aspiration to be a fully digital society.

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

**For further information, please contact:**

**SBI Card**

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**RuPay**

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विनोद कुमार यादव  
VINOD KUMAR YADAV



अध्यक्ष, रेलवे बोर्ड  
एवं  
पदेन प्रमुख सचिव, भारत सरकार  
रेल मंत्रालय  
CHAIRMAN, RAILWAY BOARD  
&  
EX-OFFICIO PRINCIPAL SECRETARY  
GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS

D.O. No. 2020/TG-I/10/ RuPay Card

01 SEP 2020

Dear Secretary,

**Sub:Promotion and Publicity of newly launched IRCTC SBI RuPay Card**

Hon'ble Minister of Railways and Minister for Commerce and Industry Shri Piyush Goyal dedicated the IRCTC-SBI Contactless Credit Card Powered by RuPay to the service of the nation on 28<sup>th</sup> July, 2020 in pursuance of Hon'ble Prime Minister's vision of '*Aatma Nirbhar Bharat*' and '*Digital India*'.

The card has been launched in the market by India's 3 most trusted brands, IRCTC-the travel and tourism PSU of Railways, SBI Cards - the subsidiary company of State Bank of India in card business and RuPay - the indigenous payment platform of NPCI.

The new co-branded contactless credit card is fully '*Made In India*' Card developed by IRCTC and SBI Card and powered by RuPay for promoting indigenous payment platform of NPCI. This credit card along with QR Code on E-tickets will help in paperless transactions in entire ticket booking and checking process thereby meeting a key mile stone of Hon'ble Prime Minister's vision of '*Digital India*'. The detailed features and benefits of the card for the customers are enclosed for your kind perusal.

It is the Mission of Ministry of Railways that the card should have 3 crore subscribers by 25<sup>th</sup> December, 2020. In order to promote the card, IRCTC has waived off the card issuance fee of Rs. 500/- for the customers opting for the card till 31<sup>st</sup> March, 2021.

Contd/...



In order to fulfil the vision of Hon'ble Prime Minister of '**Aatma Nirbhar Bharat**' and '**Digital India**', it is requested to encourage the employees of your Ministry / Department including those of the CPSUs under the administrative control of your Ministry to subscribe to this card. You are also requested to give necessary instructions to your office for providing access and facilitate SBI Card Officials to contact employees for carrying out promotional activities and to give wide publicity to the IRCTC - SBI Credit Card.

**Encl:- As Above**

*With regards.*

Yours sincerely,

*V. K. Yadav.*  
**(Vinod Kumar Yadav)**

To

**Secretaries in GoI**