



भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA
www.rbi.org.in

RBI/2014-15/381

DPSS.CO. AD. No.1204/02.27.005/2014-15

January 2, 2015

All the entities authorised under PSS Act, 2007

Dear Madam/ Sir,

Brand/Name of products offered by authorised entities – Dissemination of Information

As you are aware, under the Payment and Settlement Act, 2007 (PSS Act), an entity operating a payment system within the country has to obtain authorisation from Reserve Bank of India (RBI). The Certificate of Authorisation (COA) issued by the Bank to an entity on receiving approval is in the name of the company. A list of authorised entities is also disseminated by RBI on its website for access to the public.

2. It has come to our notice that many authorised entities, which use specific brand names for their products like e-wallets, smart cards, White Label ATMs (WLAs), etc., do not disclose/disseminate their own company name in the information made available to the users of their products. The public may thus not be able to correlate a product brand name to the name of the entity/company authorised under the PSS Act. To ensure transparency in the promotional material and to build an enduring relationship with the customers, all authorised entities are advised to comply with the following:

- a. All the information available to the public regarding the product, whether as advertisements, on website, application form, etc. should prominently carry the name of the entity/company authorised by RBI under the PSS Act.
- b. The authorised entities/companies should also regularly keep RBI informed regarding the brand names employed / to be employed for their products.

3. Please acknowledge receipt and inform about the action taken.

Yours faithfully,

(Sangeeta Lalwani)
General Manager

भुगतान और निपटान प्रणाली विभाग, केंद्रीय कार्यालय, 14वीं मंजिल, केंद्रीय कार्यालय भवन, शहीद भगत सिंह मार्ग, फोर्ट, मुम्बई - 400001

फोन Tel: (91-22) 2264 4995; फैक्स Fax: (91-22) 2269 1557; ई-मेल e-mail : cgmdpssco@rbi.org.in

Department of Payment and settlement Systems, Central Office, 14th Floor, Central Office Building, ShahidBhagat Singh Road, Fort, Mumbai - 400001

हिन्दी आसान है. इसका प्रयोग बढ़ाइए

चेतावनी : रिज़र्व बैंक द्वारा ई-मेल, डाक, एसएमएस या फोन-कॉल के जरिये किसी की भी व्यक्तिगत जानकारी जैसे बैंक के खाते का ब्यौरा, पासवर्ड आदि नहीं मांगी जाती है। यह धन रखने या देने का प्रस्ताव भी नहीं करता है। ऐसे प्रस्तावों का किसी भी तरीके से जवाब मत दीजिये।
Caution : RBI never sends mails, SMSs or makes calls asking for personal information like bank account details, Passwords, etc. It never keeps or offers funds to anyone. Please do not respond in any manner to such offers.