



**UJJIVAN SMALL FINANCE BANK**  
Build a Better Life

# Debit Card Issuance Policy

**Corporate office Address:**

**Ujjivan Small Finance Bank Ltd.**

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<b>Policy Approval Committee</b>	
Board Committee	Customer Service Committee
Management Committee	Product and Process Approval Committee

Approver	Board of Directors
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1.0	31/01/2018	Business Head of Branch Banking	First version –Debit Card Issuance Policy
2.0	05/11/2019	Business Head of Branch Banking	<ol style="list-style-type: none"> <li>1. The name of Product Approval Committee has been changed to Product and Process Approval Committee</li> <li>2. The designation of the owner of the Debit card issuance policy has been changed from Head of Liabilities to Business head of Branch Banking</li> <li>3. In section 1.15, note on usage charges of debit cards has been included</li> </ol>
2.1	19/10/2020	Head - Liabilities	<ol style="list-style-type: none"> <li>1. Annual review</li> <li>2. Policy owner has been changed from Business Head Branch Banking to Head Liabilities</li> <li>3. Personalised Virtual debit card issuance has been included</li> <li>4. Enhancing security of card transaction</li> <li>5. Content addressed in debit card issuance and management frame work note has been included.</li> </ol>
2.2	12/05/2022	Head -Branch Banking	<ol style="list-style-type: none"> <li>1. Updation of PIDF scheme</li> <li>2. The Regulatory limits for Daily cash withdrawal limit at POS</li> <li>3. The Policy on issuing Electronic Cards for OD accounts</li> <li>4. Eligibility of debit card</li> </ol>
2.3	04/08/2022	Head -Branch Banking ,TASC & TPP	<ol style="list-style-type: none"> <li>1. Introduction of charge for failed ATM transactions due to insufficient fund</li> </ol>
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2.5	12/06/2024	Head -Branch Banking & TASC	Enhancement based on amended to Master Direction - Credit Card and Debit Card – Issuance and Conduct Directions, 2022. dated March 07, 2024

Head – Branch Banking  
Ujjivan Small Finance Bank Ltd.

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## 1. DEBIT CARD ISSUANCE POLICY

### 1.1. Introduction

1.1.1. Debit cards are issued to savings and select current account holders and are linked to the respective customer bank accounts. Debit cards can be used to withdraw cash from ATMs and Point of Sale (POS) devices, for purchase of goods and services at POS / E-commerce (online purchase) both domestically and internationally (provided they are enabled for international use) in line with applicable RBI regulations.

1.1.2. This policy lists the guidelines that shall be followed by Ujjivan Small Finance Bank in offering debit cards to customers.

### 1.2. Eligibility

1.2.1. Debit card shall be a value-added service offered by Ujjivan Small Finance Bank (the Bank) and the following demand deposit customers shall be eligible for availing the debit card facility:

1.2.1.1. All savings account holders except in case of specific savings products and jointly operated accounts. This shall be specified in the product program approved 'product note' of each product.

1.2.1.2. All current account holders except jointly operated accounts and non-individual accounts. However, sole proprietorship accounts, partnership accounts and private and public limited companies shall be eligible for issuance of debit cards on demand and subject to relevant conditions imposed by the Bank as specified in the T&C, and upon executing proper indemnity. Current account holders availing overdraft facility against Fixed deposit shall also be eligible.

1.2.1.3. All eligible savings account mandate-holders may be issued add-on cards linked to the account of the primary holder with clear instructions that all liabilities shall lie with the primary account holder.

1.2.1.4. Minors above the age of 10 may be issued debit cards. The maximum limit for withdrawal and transactions shall be set by Product Approval Committee from time to time.

1.2.2. Term deposit (Fixed deposit and recurring deposit) customers shall not be eligible for this facility. Also asset customers including those with term loan or other loan accounts shall not be eligible for debit card facility.

1.2.3. Bank shall ensure to obtain PAN or Form 60 for every issuance/re-issuance of Debit card (including the Add on cards provided for the secondary/tertiary holders of the CASA accounts).

1.2.4. Reference to Master Circular on Customer Service dated July 01, 2015, Bank does not discriminate issuance of debit cards for visually impaired, illiterate or customers belonging to third gender.

1.2.5. Banks will not force a customer to avail debit card facility and will not link issuance of debit card to avilment of any other facility from the bank. Bank shall be issuing Debit cards for Kisan Credit Card Product (internally called as Kisan Pragati Card (KPC)) as permitted by RBI vide modifications into the Master Directions Credit Card and Debit Card – Issuance and Conduct Directions, 2022 updated as on March 07, 2024. Banks shall not be issuing physical as well as electronic cards for any other Overdraft Product accounts.

### 1.3. Types of debit cards

1.3.1. Issuance of offline debit card is not permitted by RBI and shall not be issued by the Bank.

1.3.2 The Bank shall issue only online debit cards where there shall be immediate debit to the customers' accounts on usage of the card, involving straight-through processing. The Bank shall issue both domestic-only debit cards and debit cards that can be used internationally

The Bank shall issue personalized (with or without photograph/Name) and non-personalized debit cards. The Bank shall issue personalized virtual debit card

Bank is presently partnering with Rupay network. This policy provides an in-principle approval for the Bank to approach any of the established network i.e. VISA or Mastercard, to tie up in future, based on business need, customer service points and cost of service. Bank on the basis of the customer need and product offered, issues the card variant mapped to network partner

### 1.4. KYC / AML/ CFT compliance

1.4.1. Debit cards shall be issued only to the Bank's existing account holders and all such accounts shall be KYC/ AML/ CFT compliant. However, in case of non-availability of acceptable KYC, the Bank shall abide by applicable RBI instructions / guidelines on KYC / AML / CFT to issue debit cards.

### 1.5. Application Process

1.5.1. While applying for new savings or current accounts, the applicant shall indicate whether he/ she requires a debit card. A debit card shall be handed over/ mailed to only those customers who have indicated their consent.

1.5.1.1. If an existing account holder who has not taken a debit card wishes to have a debit card later then he/ she shall be required to fill up and submit the debit card application form.

### 1.6. Terms and conditions for issuance of cards

- 1.6.1. Debit cards shall be offered to customers strictly upon his / her request and the Bank shall not dispatch a card to any customer unsolicited.
- 1.6.2. For renewal of an existing card, the cardholder shall be provided an option to decline the same if he/she wants to do so before dispatching the renewed card. Further, in case a card is blocked at the request of the cardholder, replacement card in lieu of the blocked card shall be issued with the explicit consent of the cardholder. Further, in case a card is blocked at the request of the cardholder, Bank shall ensure that replacement card in lieu of the blocked card shall be issued with the explicit consent of the cardholder.
- 1.6.3. The relationship between the Bank and the card holder shall be contractual.
- 1.6.4. The Bank shall make available to the cardholders, in writing, a set of contractual terms and conditions governing the issuance and usage of the cards. These terms shall maintain a fair balance between the interests of the parties concerned.
- 1.6.5. The terms of issuance of the card shall be expressed clearly and unambiguously.
- 1.6.6. The terms shall specify the basis for any charges, but not necessarily the amount of charges, at any point of time.
- 1.6.7. The terms shall specify the period within which the cardholder's account would normally be debited.
- 1.6.8. The terms may be altered by the card-issuer, but 30 days' notice of the change shall be given to the cardholder to enable him/her to withdraw if he/she so chooses. After the notice period of 30 days, the cardholder would be deemed to have accepted the terms if he/she had not withdrawn during the specified period. The change in terms shall be notified to the cardholder through all the communication channels available..
- 1.6.9. The terms shall put the cardholder under an obligation to take all appropriate steps to keep safe the card and the means (such as PIN or code) which enable the card to be used.
- 1.6.10. The terms shall put the cardholder under an obligation not to record the PIN or code, in any form, that would be intelligible or otherwise accessible to any third party if access is gained to such records, either through honest or dishonest means.
- 1.6.11. The cardholder shall be under an obligation to notify the Bank immediately after he / she becomes aware of any of the following :
- Loss, theft or copying of the card or the means that enable it to be used;

- Recording on the cardholder's account of any unauthorized transaction;
- Any error or other irregularity in the maintaining of the account by the Bank.

1.6.12. The terms shall specify a contact point (call center number, email address, etc.) to which the customer can make such notifications. Such notifications may be made at any time of the day or night.

1.6.13. The terms shall specify that the Bank shall exercise care when issuing PINs or codes and shall be under an obligation not to disclose the cardholder's PIN or code, except to the cardholders.

1.6.14. The Bank shall advise cardholders to provide their cell phone numbers, email IDs to which, at the request of the customer, intimation shall be sent whenever a transaction is made using the debit card. For this service, the Bank may charge the customer on a non-discriminatory basis as decided by the competent authority from time to time.

1.6.15. The terms shall specify that the Bank shall be responsible for direct losses incurred by a cardholder due to a system malfunction directly within the Bank's control. However, the Bank shall not be liable for any loss caused by a technical breakdown of the payment system if the cardholder was informed of the system breakdown by a message on the device's display or otherwise. The responsibility of the Bank for the non-execution or defective execution of the transaction shall be limited to the principal sum and the loss of interest subject to the provisions of the law governing the terms.

## 1.7. Security and other aspects

1.7.1. The Bank shall ensure full security of the card. The security of the card shall be the responsibility of the Bank and the losses incurred by any party on account of breach of security or failure of the security mechanism shall be borne by the Bank.

1.7.2. The Bank shall keep, for a reasonable period of time (as defined in the Record Retention and Maintenance policy), internal records to enable operations to be traced and errors to be rectified (taking into account the law of limitation for the time barred cases).

1.7.3. The cardholder shall be provided with a written record of the transaction after he/ she has completed it, either immediately in the form of receipt or within a reasonable period of time, in another form such as the customary bank statement.

1.7.3.1. The Bank shall provide means whereby the customers may, at any time of the day or night, notify the loss, theft or copying of the card.

1.7.4. On receipt of notification of the loss, theft or copying of the card,



the Bank shall take all actions open to it to stop any further use of the card.

1.7.5. The cardholder shall bear the loss sustained up to the time of notification to the Bank of any loss, theft or copying of the card but only up to a certain limit (fixed amount or a percentage of the transaction agreed in advance between the cardholder and the Bank and specified in the Terms and Conditions for the card), except where the cardholder has acted fraudulently, knowingly or with extreme negligence.

1.7.6. With a view to reducing the instances of misuse of lost / stolen cards, the Bank shall consider any advanced methods that may evolve from time to time, including cards with customer photographs.

1.7.7. The cardholder is provided with a record of the transactions after he/she has completed it, immediately in the form of receipt or another form such as the SMS.

1.7.8. All card holders are enabled with green PIN option to set debit card PIN in Mobile/Internet Banking and ATM. On request customer is also provided with an option for Paper PIN.

1.7.9. Enhancing Security of Card Transactions

a) At the time of issue / re-issue, all cards (physical and virtual) shall be enabled for use only at contact based points of usage [viz. ATMs and Point of Sale (PoS) devices] within India. Issuers shall provide cardholders a facility for enabling card not present (domestic and international) transactions, card present (international) transactions and contactless transactions, as per the process .

b) For existing cards, issuers may take a decision, based on their risk perception, whether to disable the card not present (domestic and international) transactions, card present (international) transactions and contactless transaction rights. Existing cards which have never been used for online (card not present) / international / contactless transactions shall be mandatorily disabled for this purpose.

c) Additionally, the issuers shall provide to all cardholders:

i. facility to switch on / off and set / modify transaction limits (within the overall card limit, if any, set by the issuer) for all types of transactions – domestic and international, at PoS / ATMs / online transactions / contactless transactions, etc.;

ii. the above facility on a 24x7 basis through multiple channels - mobile application / internet banking / ATMs / Interactive Voice Response (IVR); this may also be offered at branches / offices;

iii. alerts / information / status, etc., through SMS / e-mail, as and when there

is any change in status of the card.

The enhanced security features are being put in place in reference to RBI circular “ Enhancing Security Card Transactions “ dated January 15, 2020.

#### 1.7.10. Confidentiality of customer information

(a) Card-issuers shall not reveal any information relating to customers obtained at the time of opening the account or issuing the card to any other person or organization without obtaining their explicit consent, with regard to the purpose/s for which the information will be used and the organizations with whom the information will be shared. Card issuers shall ensure strict compliance to the extant legal framework on data protection. Further, in case where the customers give explicit consent for sharing the information provided by them with other agencies, card-issuers shall clearly state and explain to the customer the full meaning/implications of the disclosure clause. The information sought from customers shall not be of such nature which will violate the provisions of law relating to maintenance of secrecy in the transactions. The card-issuers shall be solely responsible for the correctness or otherwise of the data provided for the purpose.

#### 1.7.11. Outsourcing of various services

Bank shall ensure adherence to the Master Direction **DoS.CO.CSITEG/SEC.1/31.01.015/2 023-24** dated April 10, 2023 on ‘**Outsourcing of Information Technology Services**’ and guidelines on Managing Risks and Code of Conduct in Outsourcing of Financial Services’, as amended from time to time. Further, the card-issuers shall not share card data (including transaction data) of the cardholders with the outsourcing partners unless sharing of such data is essential to discharge the functions assigned to the latter. In case of sharing of any data as stated above, explicit consent from the cardholder shall be obtained. It shall also be ensured that the storage and the ownership of card data remains with the card-issuer.

#### 1.7.12. Tokenization of Debit Card

Subjected to the guidelines of RBI, there is a restriction on storage of actual card data on merchant sites from 1st October 2022. However it is allowed to store virtual token card number on the merchants. Bank now allows our debit cards for tokenisation, this enables the customer to replace the actual card number with a virtual token (Unique Reference number) while saving the card in Merchant Websites or Applications.

#### 1.7.13. MACing of card transaction

In adherence to the guidelines of NPCI circular “Circular No. NPCI/NFS/OC No.401” to make the debit card transaction more secure we have implemented the MACing for all NFS & RuPay transaction routed through NPCI.

### 1.8. Issuance of International Debit Card

1.8.1. Issuance of international debit cards shall be subject to the guidelines issued under Foreign Exchange Management Act, 1999, as amended from time to time.

1.8.2. The Bank shall obtain membership of FEDAI, Authorized Dealer – Category 2 license from RBI, and any other membership / approval as required for completing cross-border transactions on such international debit cards.

#### 1.9. Review of operations

1.9.1. Brach Banking shall undertake review of operations / issuance of debit cards at half yearly interval . The review shall include, inter-alia, card usage analysis including cards not used for long durations due to the inherent risk of misuse.

#### 1.10. Reporting requirements

1.10.1. The Bank shall submit data on cash withdrawals at Point of Sale (POS) locations to the Chief General Manager, Department of Payment and Settlement Systems, Mumbai, 400001 on a quarterly basis within 15 days of the end of quarter as per the format provided in RBI circular DPSS.PD.No/449/02.14.003/2015-16 dated 27 August , 2015

#### 1.11. Redressal of grievances

1.11.1. Bank shall be liable to compensate the complainant for the loss of his/her time, expenses, financial loss as well as for the harassment and mental anguish suffered by him/her for the fault of the card-issuer and where the grievance has not been redressed in time. If a complainant does not get satisfactory response from the card-issuer **within a maximum period of 30 days from the date of lodging the complaint**, he/she will have the option to approach the Office of the RBI Ombudsman under Integrated Ombudsman Scheme for redressal of his/her grievance/s. The same is detailed under the Bank's Customer Grievance Redressal and Customer Compensation Policies.

1.11.2. In case of any complaints / grievances, the customers shall access to a variety of options to register, monitor and escalate the same as defined in the grievance redressal policy of the bank

1.11.3. DPSS guidelines issued vide circular RBI/2010/11/547 DPSS.PD.No.2632/02.10.002/2010-2011 dated 27 May, 2011 on timeframe for reconciliation of failed transactions at ATMs and settlement of disputes or as amended from time to time shall be complied with in this regard

#### 1.12. Daily Cash Withdrawal & Transaction Limit

Ujjivan Small Finance Bank Debit Card		Domestic
Daily cash limit at ATMs	Minimum	Rs. 100/-
	Maximum	As approved by the Product Council for a Product
Daily Point of Sales / e-Commerce Limit	Minimum	No limit
	Maximum	Rs.2,000 in Tier III to Tier VI Rs. 1,000 Tier I and Tier II per card

### 1.13. SMS Alerts

1.13.1. In line with applicable RBI guidelines, the Bank shall put in place a system of online alerts for all types of transactions irrespective of the amounts involving usage of debit cards at various channels . For this service, the Bank may charge the customer on a non-discriminatory basis as decided by the competent authority from time to time.

1.13.2. The Bank shall also ensure that customers are charged on an actual usage basis for this facility on best effort basis. At present, the practice of charging on actual basis is not prevalent in the Banking industry

### 1.14. Issuance and Annual Maintenance Charges

1.14.1. The bank shall be entitled to charge for various card related issuance,maintenance services and usage.

The charges components on the Debit card charges are derived from the respective CASA product program and the rationalisation of levy of such charges shall be part of the Schedule of Charges and any new charges or amendments to existing charges proposed shall be placed before Product Approval Committee (PAC) and upon approval of PAC the same shall be shared with Service Quality Department for presenting to Customer Service Committee of the Board for ratification/approval.

Particulars	Charges
Issuance Charges	As per the duly approved Product Program
Annual Maintenance Charges	As per the duly approved Product Program
Card Replacement Charges	As per the duly approved Product Program

1.14.2. Charges shall be decided from time to time and approved by the Product approval committee.

#### 1.15. Usage charges

The Bank shall provide monthly free transactions to all its debit card holders in line with relevant RBI circulars (RBI/2014-15/260 DPSS.CO.PD.No.659/02.10.002/2014-2015) and (RBI/2014-15/72 DBOD No.Leg.BC.21/09.07.006/2014-15)

1.15.1. The usage charges for additional transactions shall be as defined in compliance with RBI guidelines issued from time to time. The extant guidelines are contained in RBI Circular RBI/2014-15/260 DPSS.CO.PD.No.659/02.10.002/2014-2015 dated October 10 2014 and RBI circular No. RBI/2014-15/179 dated August 14, 2014.

1.15.2. Customer charges, if any, levied on cash withdrawals shall not exceed 1% of the transaction amount at all centres irrespective of the limit of Rs 1000 / Rs 2000

1.15.3. The usage charges for failed ATM transactions due to insufficient fund shall be as defined by the Bank from time to time and shall not be treated in number of free transactions limit, similarly any other technical error occurred during the processing of ATM transactions and transactions failed shall not be considered under the count of ATM transactions

#### 1.16. Compliance with DPSS instructions

1.16.1. The issuance of debit cards as a payment mechanism shall also be subject to relevant guidelines including guidelines on security issues and risk mitigation measures, card-to-card fund transfers, merchant discount rates structure, failed ATM transactions, etc., issued by the Department of Payment and Settlement Systems of RBI under the Payment and Settlement Systems Act, 2007, as amended from time to time.

#### 1.17 Debit card issuance and management frame work :

Bank had put in place a Standard Operating Procedure capturing the Debit Card issuance and Management covering the following aspects being changed in accordance with the Regulatory guidelines and Business rules changed from time to time:

- Debit Card Management Framework
- Debit card product framework
- Debit card issuance/Re-Issuance framework including Card Authorization process.
- Debit card pricing framework
- Card limit framework

- Card fee recovery framework
- Manage Card Services – Toggle feature

#### 1.18 Operationalisation of Payments Infrastructure Development Fund (PIDF) Scheme (Updated as on August 26, 2021)

The Scheme shall include eligible street vendors covered under PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi Scheme) in Tier-1 and Tier-2 centres.

The tentative distribution of targets across centers will be as follows:

Distribution of Acceptance Devices	% Share of Total
Tier-1 to Tier-4 centres	30
Tier-5 and Tier-6 centres	60
North Eastern States	10

Merchants providing essential services (transport, hospitality, etc.), government payments, fuel pumps, PDS shops, healthcare, kirana shops, street vendors, etc., may be covered, especially in the targeted geographies.

All initial claims shall be submitted for reimbursement of expenses (less the Input Tax Credit received / receivable by the bank / non-bank under GST) as per format ([Format II](#)). The second claim for 25% of eligible subsidy shall be submitted as per format ([Format III](#)).



Operationalisation  
of Payments Infrastr

#### 1.19 Regulatory Guidelines implementation in progress

- CO.DPSS.POLC.No.S- \*\*\*\*/02-14-003/2023-24 The authorized card network tie up with banks/non-banking for issuance of debit/ credit/ prepaid cards. The choice of affiliated network for a card issued to a customer is decided by the card issuer and is linked to the arrangements that the card issuers have with the card networks in terms of their bilateral agreements.
- Bank provides a confirmation to the cardholder subsequent to the hotlisting of a card in app. Along with that Bank is working on to send SMS confirmation on hotlisting of cards
- Bank is collecting customer consent on AOF for debit card issuance and reissuance. Bank shall also have clear identifier in system for segregating

customers who had opted Debit card and who had not opted debit card

1.20 Policy implementation and update

1.20.1 This policy shall come into force from the date of approval by the board of the Bank

1.20.2 This may be reviewed annually or on an as-needed basis, but shall be effective till subsequent approval by the board of the Bank

1.21 Rewards And Benefits

1.21.1 Any discounts, cashbacks, reward points, loyalty points or any other benefits offered by the card-issuer shall be provided in a transparent manner including source of such benefits. The accounting process for the same shall be verifiable in the books of the Bank and detailed information regarding these benefits shall be displayed on the website of the Bank and a copy of the same shall also be provided to the cardholder.

1.21.2 Insurance Cover on cards

- Currently Bank is issuing RuPay debit cards on which RuPay is providing an Accidental insurance cover
- As and when an insurance cover is provided with a card by Bank, Bank shall ensure that the relevant nomination details are recorded by the Insurance Company and the availability of insurance is included, along with other information, in every statement. The information shall also include the details regarding the insurance cover, name/address and telephone number of the Insurance Company which will handle the claims relating to the insurance cover.

## Annexure I – Glossary

Term	Description
AML	Anti Money Laundering
ATM	Automated Teller Machine
CFT	Countering Financing of Terrorism
DPSS	Department of Payment and Settlement Systems
ID	Identity
KYC	Know Your Customer
PIN	Personal Identification Number
POS	Point of Sale
RBI	Reserve Bank of India
SMS	Short Messaging Service
TBD	To Be Discussed / Decided



## Annexure II – RBI Circulars Referenced for this Policy

Sr. No.	Circular Reference Number	Description
1	RBI Master Circular No. RBI/2015-16/31 DBR.No.FSD.BC.18/24.01.009/20 15-16 dated July 01, 2015	Master Circular on Credit Card, Debit Card and Rupee Denominated Cobranded Prepaid Card operations of banks
2	RBI Circular No. DBOD.No.FSD.BC.66/24.01.019/ 2012-13 dated 12 December 2012	Guidelines for issuance of debit cards by banks
3	RBI Circular RBI/2014-15/260 DPSS.CO.PD.No.659/02.10.002/2 014-2015 dated October 10,2014  RBI Circular No. RBI/2014-15/179 dated August 14, 2014  RBI Circular No. RBI /2014-15/72 DBOD No.Leg.BC.21/09.07.006/2014-15 dated July 01, 2014	Guidelines on number of free transactions
4	RBI Circular RBI/2015-16/164 DPSS.CO.PD.No.449/02.14.003/2 015-16 dated 27 <sup>th</sup> August 2015	Guidelines on cash withdrawal limits at Point of Sale (POS) locations
5.	RBI/2010/11/547 DPSS.PD.No.2632/02.10.002/201 0-2011 dated 27 May, 2011	Reconciliation of failed transactions at ATMs
6	RBI/2019-20/142 DPSS.CO.PD No.1343/02.14.003/2019-20	Enhancing Security of Card Transactions
7	Operationalisation of Payments Infrastructure Development Fund (PIDF) Scheme dated August 26, 2021	subsidises deployment of Points of Sale (PoS) infrastructure (physical and digital modes)