



Indian Banks' Association

No. PS&BT/NPCI/11173

June 17, 2022

Chairman/ Managing Director & CEO
All member Banks

Dear Sir/Madam,

Subject: Promotion of DigiSaathi - 24x7 Helpline for information on digital payment products and services

As you are aware, 'DigiSaathi' was launched by the Governor, RBI on 8th March 2022 to assist users with their queries on digital payment products and services through website (www.DigiSaathi.info) & chatbot facility, and through toll-free calls on IVR no. 14431 & 1800 891 3333

DigiSaathi is now also enabled on WhatsApp no. +91 8928913333, and work is in progress by NPCI for enabling it on other social media channels and for adding more languages on the existing channels.

Awareness for DigiSaathi — 24x7 Helpline:

In the meeting held with RBI on 7th April'22, RBI had advised conducting awareness campaigns for DigiSaathi, so that the availability of the 24x7 helpline is known to the general public at large for helping them to address their queries related to digital payment products and service.

We would like to update you that for general awareness of DigiSaathi and to provide easy access, NPCI has placed the link to access it on the NPCI website. A separate web page is also made available giving the information and access details of DigiSaathi. NPCI is also promoting it through social media handles and other channels.

To help in spreading the awareness of the availability of the helpline for the general public use, NPCI requested for updating the details of the DigiSaathi helpline along with the links to access its website/chatbot and WhatsApp on member banks' website, mobile apps, etc.

NPCI also requested for considering periodic promotions through social media handles, other digital channels, etc. by the member banks.

In this regard, NPCI have prepared the brand guidelines for DigiSaathi and created units, creatives and logo images for easy use. This is being shared over email along with open files for creatives. It is also made available on www.digisaathi.info website under the menu option 'Knowledge Center'. The units can be used for updating the website or

mobile apps, a print of poster can be displayed at bank branches and creatives can be used for promotion through social media handles/digital channels. The open files of creatives have the place holder for updating the logo of the entity promoting it, if required.

We request you to keep NPCI posted on activities done in this regard. It shall help NPCI to update RBI on the actions taken by the ecosystem for spreading the awareness of DigiSaathi to its customers and the general public.

With regards



Gopal Murli Bhagat
Deputy Chief Executive