



भारतीय राष्ट्रीय भुगतान निगम  
NATIONAL PAYMENTS CORPORATION OF INDIA

Ref. No. NPCI/OC/15/2010-11

June 1<sup>st</sup>, 2010

To,  
All Member Banks of National Financial Switch

Dear Sir/Madam,

**Displaying NPCI-NFS Logo on ATM's of Member Banks**

National Payments Corporation of India (NPCI) has been incorporated under Section 25 of the Companies Act, 1956. It has been promoted by the commercial banks under the aegis of the Indian Banks Association and guidance of Reserve Bank of India. The objective of setting up of NPCI is to build a state-of-the-art central payment system infrastructure which would be used by all the banks in India in a cost effective manner and would help the banks provide superior payment services to their customers. The Reserve Bank of India expects NPCI to play the role of an umbrella organization for all retail payment systems in the country.

As a first step towards this objective, the National Financial Switch which hitherto was being operated by IDRBT (Institute for Development and Research in Banking Technology) has been taken over by NPCI. More than 56500 ATMs of 39 member Banks are already using the system and the number of ATMs in the network is increasing steadily. The main objective for NFS is to make switching of ATM transactions more economical and exception handling procedure uniform across banks.

NPCI has initiated the process of branding. The corporate logo has been finalized and the logos of various services are under consideration. Meanwhile, NPCI would like to finalize the process of putting up the service logo for National Financial Switch (NFS) on all ATM locations under the NFS network similar to the display of logos of card associations. In this connection, the NFS Operating Guidelines, Chapter 4, Section 4.14 & Section 4.15 (Enclosed) may be referred which mandates the use of logo at all ATM locations under the network. For this we would like to know

- the contact details of the representative from your bank who can assist us in carrying out the activity of putting up NPCI logo

Assure you best in class service from NPCI.

(A. P. Hota)  
Chief Executive Officer

Encl: One

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## **EXTRACT FROM NFS OPERATING GUIDELINES –**

### **CHAPTER 4 Operating Procedures for Member Banks**

#### **4.14 NFS Network Logo/Trade Mark**

It is binding on all members participating in the NFS Network to use the NFS Network Trademark /Logo either in connection to ATMs or Cards but should not use the same, for any purpose it is not meant for, without prior written permission from NPCI.

#### **4.15 Advertising Rules**

All member banks participating in the NFS Network should strictly adhere to the rules meant for *advertising and promotion of the NFS Network*.

- 1.** The standard logo or any other promotional material as authorized by NPCI should be displayed either on the ATMs or at the doors and windows of the ATM premises.
- 2.** Members can advertise and promote their participation in the NFS Network by using NFS Network standard logo as authorized by NPCI.
- 3.** Upon withdrawal or termination from the NFS Network, in such a case the respective member should stop using NFS name, logo and trademark shall be destroyed with immediate effect and except for cards bearing NFS Network logo, which will cease within two (2) years or the expiry date of the card, whichever is earlier.
- 4.** The advertisement policy on ATMs shall be as per the guidelines of DBOD.