

Objective: To promote usage of digital payments, as a habit amongst consumer

- **Daily, Weekly and Mega Draw contest- separate lucky draw for consumers**

Consumers

Daily

- 15000 lucky draws
- Prizes Rs 1,000 each
- For period of 110 days

Weekly

- 7229 lucky draws
- Prizes Rs 5,000/ Rs. 10,000/ Rs 1 lakh
- For period of 16 weeks

Mega Draw

- 3 lucky draw on 14th April 2017
- Prizes Rs 25 lakh/ Rs 50 lakh /Rs 1 crore



Merchants

Weekly

- 7000 lucky draws
- Prizes Rs 2,500/ Rs 5,000/ Rs 50 lakh
- For period of 16 weeks

Mega Draw

- 3 lucky draw on 14th April 2017
- Prizes Rs 12 lakh/Rs 25 lakh/ Rs 50 lakh





PRIZES TO BE GIVEN

Consumer

Merchant

RuPay Debit Card
Daily - 11,900
Weekly - 5000

AEPS (CW/CD)
Daily - 1500
Weekly - 1012

USSD (P2P/P2M)
Daily - 100
Weekly - 205

UPI (P2P/P2M)
Daily - 1500
Weekly - 1012

Mega Draw - 3

Products
Eligible for
Consumer

Daily - NA

Weekly - 7000

Mega Draw - 3

Total number of prizes during the programme

	Consumer	Merchant	Total	Draw Period	Grand Total
Daily	15,000	NA	15,000	110 Days	16,50,000
Weekly	7229	7000	14,229	16 Weeks	2,27,664
Mega Draw	3	3	6	Once	6
Total	22232	7003	29,235		18,77,670





PRIZE AMOUNT TO BE DISTRIBUTED

Consumer

Merchant

RuPay Debit Card
 Daily - 1,19,00,000
 Weekly - 2,64,00,000

AEPS (CW/CD)
 Daily - 15,00,000
 Weekly - 53,00,000

USSD (P2P/P2M)
 Daily - 1,00,000
 Weekly - 11,40,000

UPI (P2P/P2M)
 Daily - 15,00,000
 Weekly - 53,00,000

Mega Draw - 1,75,00,000

Weekly –
 4,50,00,000

Mega Draw – 72,00,000

Total prize money of the programme

	Consumer	Merchant	Total	Draw Period	Grand Total
Daily	1,50,00,000	NA	1,50,00,000	110 Days	165,00,00,000
Weekly	3,81,40,000	4,50,00,000	8,31,40,000	16 Weeks	133,02,40,000
Mega Draw	1,75,00,000	87,00,000	2,62,00,000	Once	2,62,00,000
	TotalSchemeFund		9,04,00,00,000		3006440000





ELIGIBILITY RULES

- **Only Individual payer (consumer) & merchant are eligible**
- **No individual will be given more than 3 awards across categories**
- **Only successful financial digital transactions will be considered**
- **Only financial transactions for Rs. 50 and above but not exceeding Rs. 3000 will be considered.**
- **Winner will be notified via SMS and/ email to mobile no. and/ email address linked to the bank account**
- **Transactions from RuPay Card (on POS & Ecomm.), USSD, UPI & AEPS will be considered**
- **Programme includes both Interbank as well as Intrabank digital payments**
- **Credit cards spends either at Consumer end or at Merchant end will not be covered under the program**
- **Employees of NPCI and NITI Aayog and their immediate family members i.e. spouse, kids and parents will not be eligible to participate in the draw**

