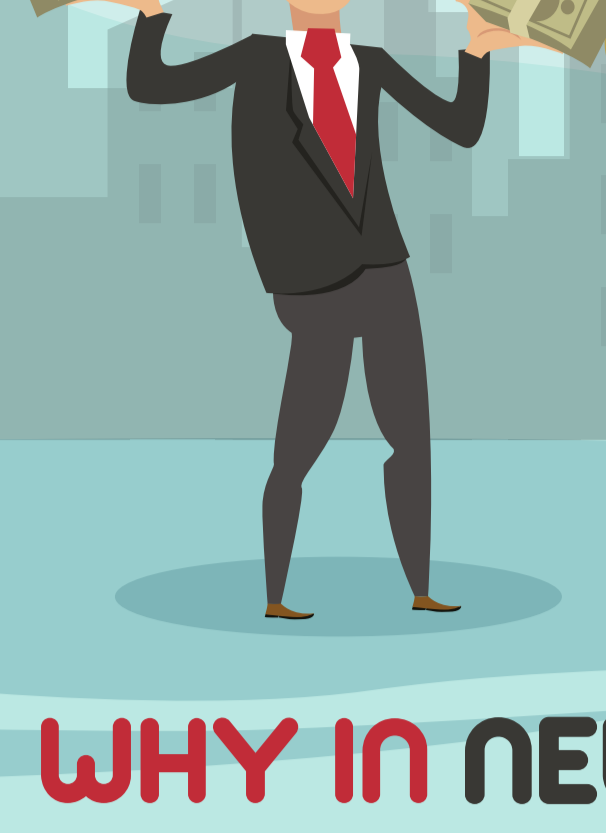


# WHITE

# LABEL

# ATMS



## WHY IN NEWS?

Recently, RBI has eased business guidelines for White Label ATMs (WLAs) to enhance their viability.



They are authorized under the **Payment & Settlement Systems Act, 2007**, by the RBI.



ATMs set up, owned and operated by non-bank entities are called white label ATMs.



Their role is confined to enabling the transactions of all banks customers by establishing technical connectivity with the existing authorized, shared ATM Network Operators or Card Payment Network Operators.



Tata Communications Payment Solutions Limited (Indicash) is the first company authorized by RBI to open WLAs in the country.

## ABOUT WHITE LABEL ATMS

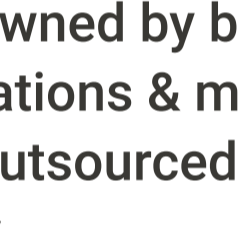


Cash in ATMs is provided by the sponsored bank while ATM machine does not have any branding of Bank.

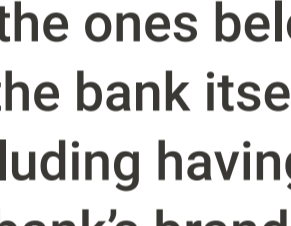


The operators are entitled to receive a fee from the banks for the use of ATM resources by the bank's customers and are not permitted to charge bank customer directly.

## BROWN LABEL ATMS



These are ATMs which are owned by banks but operations & maintenance are outsourced to a third party.



Such ATMs operate as the ones belonging to the bank itself, including having the bank's branding.

## ABOUT EASED BUSINESS GUIDELINES

White label ATM Operators (WLAO) can now source cash directly from RBI offices and currency chests against full payment, and will no longer be dependent on sponsor banks for procurement of cash.



These operators can also source cash from any scheduled bank that includes the regional rural banks and cooperative banks.

WLAOs can now offer bill payment & Inter-operable cash deposit services subject to technical feasibility and certification by National Payments Corporation of India (NPCI).



They are allowed to display advertisements of non-finance products/services anywhere within the WLA premises, including the WLA screen, except the main signboard

Further, banks may issue co-branded ATM cards in partnership with the authorised WLA Operators & may extend the benefit of 'on-us' transactions (transaction carried out at an ATM of the card issuing bank) to their WLAs as well.



## ABOUT NPCI



It is an initiative of RBI and Indian Banks Association (IBA) under provisions of the Payment and Settlement Systems Act, 2007.



It also manages the UPI platform and links all the ATMs in India.



It is the umbrella organization for all retail payments and settlement systems in the country.

Other initiatives under NPCI are: BHIM, Unified Payments Interface (UPI), RuPay, Bharat QR, Aadhaar Enabled Payment System (AePS), National Automated Clearing House (NACH) for financial institutions etc.

