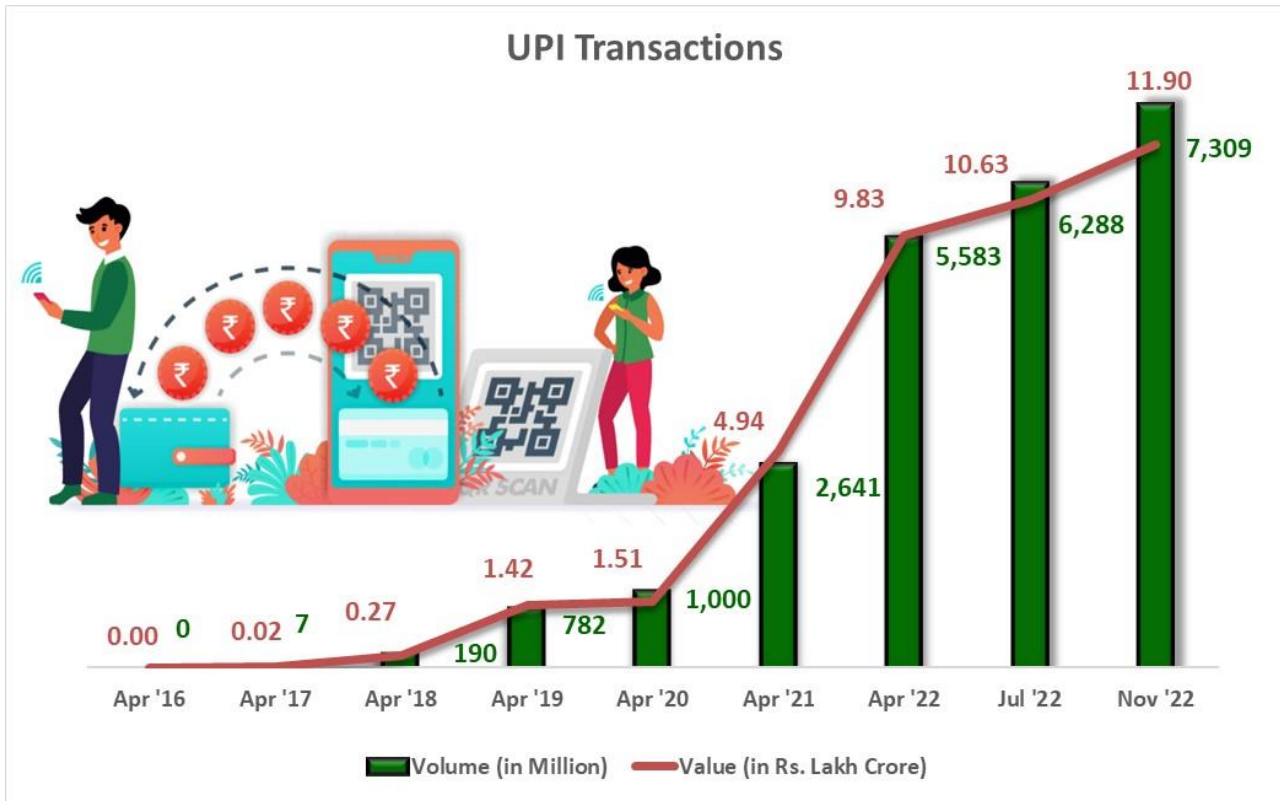


## UPI: Transforming India’s Digital Payment Landscape



Launched in 2016, UPI accounts for over 40% of India's digital transactions, with 376 banks on board



**BHIM (Bharat Interface for Money) - UPI introduced by the Government in 2016 to facilitate e-payments directly through banks**



Boost to small value transactions facilitating small / street vendors