

December 12, 2016

To,

ALL MEMBERS OF EEPC INDIA

As we all are aware that in the aftermath of the cancellation of the legal tender character of old Rs.500 and Rs.1,000 notes, there has been a surge in the digital transactions through use of credit/debit cards and mobile phone applications/e-wallets etc. To further accelerate this process, the Government of India has decided on a package of incentives and measures for promotion of digital and cashless economy in the country.

The broad objectives of adopting cashless digital transaction methods as outlined by the Government of India are as follows:

Improve the ease of conducting business.

- I. Reduce the risks and costs of handling cash at the individual level.
- II. Reduce costs of managing cash in the economy.
- III. Build a transactions history to enable improved credit access and financial inclusion.
- IV. Reduce tax avoidance.
- V. Reduce the impact of counterfeit money.

In consonance with Government's intentions, we would like to encourage our members to adopt digital payment measures while making their transactions. We request our esteemed members to make use of digital transactions whereby you could authorize the transfer of money through electronic means, and the funds flow directly from one account to another. These accounts could be held in banks, or with entities/ providers. These transfers could be done through means of cards (debit / credit), mobile wallets, mobile apps, net banking, Electronic Clearing Service (ECS), National Electronic Fund Transfer (NEFT), Immediate Payment Service (IMPS), pre-paid instruments or other similar means.

It would also not be out of place to mention here that in EEPC INDIA the majority of the transactions are done through electronic means. We feel that this drive of the Government will help in developing the country's economy and the industry will be the main beneficiary of a digital economy that is free of corruption and is completely transparent.

Yours sincerely,

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