

Lucky Grahak Yojana (for Consumers)

Rs. 1,000 daily for 15,000 lucky consumers
Weekly prizes of Rs. 1 lakh, Rs. 10,000 and Rs. 5,000



जीतें **1 करोड़**
तक के मेगा इनाम

₹1 करोड़

₹50 लाख

₹25 लाख

ग्राहकों...

कैशलेस लेन-देन करो,
इनाम जीतो



लकी ग्राहक योजना

डिजिटल भुगतान करें, और
हर रोज़ 15,000/- ग्राहक जीत
सकते हैं 1000/- के इनाम

50/- से 3000/- तक के डिजिटल लेन-देन पर ही योजना लागू

RuPay

AAPS
AADHAAR ENABLED PAYMENT SYSTEM

LPI
UNIFIED PAYMENTS INTERFACE

₹99#

Digi-Dhan Vyapar Yojana (for Merchants)

Weekly prizes of Rs. 50,000, Rs. 5,000 and Rs. 2,500

व्यापारियों...

कैशलेस लेन-देन करो,
इनाम जीतो



डिजिधन व्यापार योजना

डिजिटल भुगतान लें, और हर हफ्ते व्यापारी
जीत सकते हैं 50,000/- तक के इनाम

50/- से 3000/- तक के डिजिटल लेन-देन पर ही योजना लागू



जीतें **50 लाख**
तक के मेगा इनाम

₹50 लाख

₹25 लाख

₹12 लाख



Mega Draw on 14th April, 2017

Upto Rs. 1 crore to be won by consumers and Rs. 50 lakhs by merchants

BANKS' PARTICIPATION WITH NITI AAYOG'S - LUCKY GRAHAK YOJANA - DIGI DHAN VYAPAR YOJANA

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

Terms & Conditions

- Payments made through *99#, AePS, UPI and RuPay will be taken into consideration for both competitions
- Applicable for all transactions between 8th November, 2016 and 13th April, 2017
- For more information,
 - please visit <http://npci.org.in/digitalpayments/english/index.aspx> or <http://niti.gov.in/>
 - connect with NITI Aayog:  

Objective:

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

For 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

For Merchants:

Weekly

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

Mega Draw

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

Number of Prizes and Prize Amount

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

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
Total Scheme Fund					300,64,40,000

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

