

Market Illustration

Certainty of Payee in UPI (India)

Country: India

Challenge: Users must have a way to ensure that they are sending funds to the correct recipient.

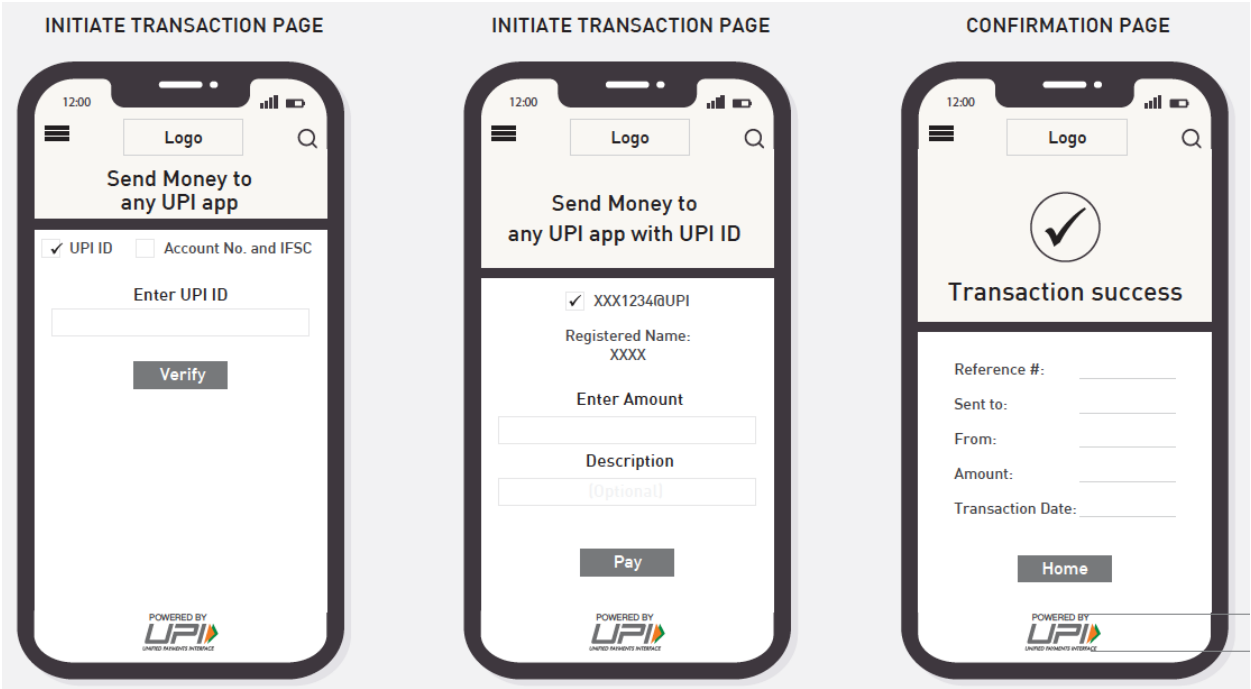
Result: UPI offers a clear, consistent way to ensure that funds are sent to the correct recipient.

Challenge

Users must have a way to ensure that they are sending funds to the correct recipient.

Approach

UPI requires that users confirm that they want to send a payment to the registered receiver that is linked to the UPI ID (alias type) entered at payment initiation .



Result

UPI offers a clear, consistent way to ensure that funds are sent to the correct recipient.