

NPCI/2024-25/BBPS/008/AD1

12th November 2024

**To,
All Bharat Connect OUs
NPCI Bharat BillPay Ltd.**

Respected Sir/Madam,

Subject: Addendum to Circular NPCI/2024-25/BBPS/008 - Intimation of Rebranding & Change in Logo of BBPS

This is with reference to the circular **NPCI/2024-25/BBPS/008** dated 11th September 2024 on Intimation of Rebranding & Change in Logo of Bharat Bill Payment System (hereinafter referred to as "BBPS") to a new brand name and logo '**Bharat Connect**' that represents future aspirations of BBPS platform.

In accordance with the aforementioned circular, please be informed that the terms 'Bharat Bill Payment System (BBPS)', 'Bharat Bill Payment Central Unit (BBPCU)' and 'Bharat Bill Payment Operating Unit (BBPOU)' used in erstwhile forms, agreements, and/or any other document shall be read as 'Bharat Connect', 'Bharat Connect Central Unit' and 'Bharat Connect Operating Unit' respectively.

All Bharat Connect OUs/AIs are required to change their front-end channels with the new "Bharat Connect" logo including MOGO, as per the standards delineated in the Brand Guidelines.

1. Digital Channel - Website/Internet, Internet Banking, Mobile app, Mobile banking, KIOSK, POS, MPOS, and ATM.
2. Physical Channel - Agents, Bank-Branch, and Business Correspondents.
3. Customer Communication – Press Releases, Posters, Brochures, Leaflets and Presentations etc.

We request all Bharat Connect OUs to comply with the aforementioned requirements, including the requirements mentioned in circular number **NPCI/2024-25/BBPS/008** by **15th December 2024**.

We appreciate your continued support and co-operation.

Yours Sincerely,

Sd/-
**Noopur Chaturvedi
Chief Executive Officer (CEO)
NPCI Bharat BillPay Ltd.**