NPCI/2026-27/BBPS/018 **24th October 2026**

To

All Operating Units
Bharat Bill Payment System,
NPCI Bharat BillPay Ltd.

Dear Sir/Madam,

Subject: Display of Biller Logo on Payment Confirmation Page

NPCI Bharat BillPay Limited (NBBL) continues to undertake initiatives aimed at enhancing customer experience, improving transaction transparency, and strengthening customer confidence across the BBPS ecosystem.

In line with the above objective and to improve biller visibility, all OUs and their respective AIs are required to prominently display the Biller Logo on the payment confirmation/success page presented to customers upon successful completion of a bill payment transaction.

To facilitate implementation, Operating Units are advised to refer to the latest Master Database Management (MDM) file for the updated biller logos. The display of the biller logo will provide customers with greater assurance regarding the identity of the biller to whom the bill payment transaction has been made. The updated brand guideline shall be shared shortly.

All OUs and their respective AIs are advised to ensure the aforementioned compliance.

For any further clarification, please reach out to your Relationship Managers (RMs).

Yours Sincerely,

Sd/-
Noopur Chaturvedi
MD & CEO
NPCI Bharat BillPay Ltd.

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