

India Post Payments Bank Empowers Devotees at Mahakumbh 2025 with Seamless Banking Services

- IPPB playing a pivotal role in providing digital banking services to all pilgrims at Mahakumbh 2025
- IPPB has established service counters, mobile banking units, and customer assistance kiosks at 5 key locations throughout Mahakumbh

New Delhi, xx February 2025: India Post Payments Bank (IPPB), a Government of India undertaking, is proud of its pivotal role in providing seamless digital banking services to millions of devotees and pilgrims at **Mahakumbh 2025, Prayagraj**. As the world's largest spiritual gathering, Mahakumbh attracts people from all walks of life. IPPB, with its customer-centric approach, is enabling access to comprehensive banking services for all, ensuring convenience, safety and security of financial transactions. IPPB has established service counters, mobile banking units, and customer assistance kiosks at 5 key locations throughout Mahakumbh. These facilities are designed to handle high footfalls efficiently.

On IPPB's ongoing initiative at the Mahakumbh, **Mr. R. Viswesvaran, MD & CEO-IPPB**, said *"We at India Post Payments Bank are honoured to provide our seamless banking services on the sacred grounds of Mahakumbh 2025, Prayagraj. It fills me with great joy to witness the immaculate integration of banking services with one of the world's largest and most revered spiritual gatherings. We take immense pride in our role as a catalyst for digital transformation, empowering the devotees at Prayagraj with our effortless banking services. This initiative is a testament to our commitment to serving all, ensuring that financial accessibility is no longer only for a select few but available to all during this transformative spiritual journey."*

Additionally, IPPB's trusted Daak Sevaks are providing doorstep banking services. They are ensuring that devotees can access essential financial support like Cash Withdrawal from any of their Aadhaar linked Bank Account through IPPB's **Aadhaar ATM (AePS)** service without disruption by reaching at their precise location. The devotees can utilise the 'Banking at Call' facility by IPPB to procure desired line of services wherever they are within the Mahakumbh grounds. They can simply dial **7458025511** to access multitude of banking requirements at their disposal.

In line with the Government of India's Digital India vision, IPPB is also empowering local vendors, small businesses, and service providers at Mahakumbh by enabling them to accept digital payments through its DakPay QR Cards. This initiative fosters a cashless ecosystem, reducing dependency on cash and enhancing overall efficiency in transactions.

Further, to ensure maximum outreach, IPPB has launched awareness campaigns at Mahakumbh to educate pilgrims and vendors about its services. Trained professionals and Daak Sevaks are stationed at key locations to assist with account openings, transactions, and resolving queries. Information hoardings and digital demonstrations are also being utilised to familiarize attendees with IPPB's offerings. It is also offering free printed photograph to every visitor as a memorabilia to be carried back to their homes.

About India Post Payments Bank

India Post Payments Bank (IPPB) has been established under the Department of Posts, Ministry of Communication with 100% equity owned by Government of India. IPPB was launched on September 1, 2018. The bank has been set up with the vision to build the most accessible, affordable and trusted bank for the common man in India. The fundamental mandate of India Post



Payments Bank is to remove barriers for the unbanked & underbanked and reach the last mile leveraging the Postal network comprising ~1,65,000 Post Offices (~140,000 in rural areas) and ~3,00,000 Postal employees.

IPPB's reach and its operating model is built on the key pillars of India Stack - enabling Paperless, Cashless and Presence-less banking in a simple and secure manner at the customers' doorstep, through a CBS-integrated smartphone and biometric device. Leveraging frugal innovation and with a high focus on ease of banking for the masses, IPPB delivers simple and affordable banking solutions through intuitive interfaces available in 13 languages to 11 Crore customers across 5.57 lakh villages & towns in India.

IPPB is committed to provide a fillip to a less cash economy and contribute to the vision of Digital India. India will prosper when every citizen will have equal opportunity to become financially secure and empowered. Our motto stands true - Every customer is important, every transaction is significant and every deposit is valuable.

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