



भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA
www.rbi.org.in

RBI/2014-15/209

DBOD. AML. No. 3356/14.01.001/2014-15

September 4, 2014

The Chairperson / Chief Executive Officers
All Scheduled Commercial Banks (Excluding RRBs)/ Local Area Banks /
All India Financial Institutions

Dear Madam/Sir,

Simplification of KYC Norms- Creating Public Awareness

The Reserve Bank of India, in the recent times, has been taking several measures to simplify KYC requirements to help the common man open bank accounts. It is, however, observed that despite such measures the general public is still facing problems in opening a bank account as these measures have not been given adequate publicity and the common man still lacks awareness on the basics of opening a bank account.

2. In order to address these issues, create public awareness and give wide publicity to these KYC simplification measures, Reserve Bank has issued a Press Release together with [a poster](#) and [a booklet](#) comprising a few common questions relating to Know Your Customer (KYC) norms for opening bank accounts. These are available on our website at http://rbi.org.in/scripts/BS_PressReleaseDisplay.aspx?prid=31935.

3. In this regard, banks are also advised to initiate steps to create awareness and give wider publicity by circulating the poster and booklet amongst all their branches. Branches may be advised to make available the booklet to the customers/ general public and display the poster prominently in their premises. Progress made in this regard would be reviewed by Reserve Bank in due course.

4. Banks may ensure strict compliance of these instructions.

Yours faithfully,

(Lily Vadera)
Chief General Manager

बैंकिंग परिचालन और विकास विभाग, केंद्रीय कार्यालय, केंद्रीय कार्यालय भवन, 13वीं मंजिल, शहीद भगत सिंह मार्ग, मुंबई - 400 001

फोन: 022-22701203, फैक्स: 022-22701239, ईमेल: cgmicdbodco@rbi.org.in, वेबसाइट: www.rbi.org.in

Department of Banking Operations & Development, Central Office, Central Office Building, 13th Floor, Shahid Bhagat Singh Marg, Fort, Mumbai - 400 001

Phone : 022-22701203, Fax : 022-22701239, E-mail : cgmicdbodco@rbi.org.in, Website : www.rbi.org.in

हिंदी आसान है, इसका प्रयोग नज़ाहद

"Caution: RBI never sends mails, SMSs or makes calls asking for personal information like bank account details, passwords, etc. It never keeps or offers funds to anyone. Please do not respond in any manner to such offers."