



भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA

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March 03, 2023

RBI imposes Monetary Penalty on Amazon Pay (India) Private Limited

The Reserve Bank of India (RBI) has imposed monetary penalty of ₹3,06,66,000/- (Rupees three crore six lakh sixty six thousand only) on Amazon Pay (India) Private Limited (the entity) for non-compliance with certain provisions of the [Master Directions on Prepaid Payment Instruments \(PPIs\) dated August 27, 2021](#) (as updated from time to time) and the [Master Direction – Know Your Customer \(KYC\) Direction, 2016 dated February 25, 2016](#) (as updated from time to time).

The penalty has been imposed in exercise of powers vested in RBI under Section 30 of the Payment and Settlement Systems Act, 2007. This action is based on deficiencies in regulatory compliance and is not intended to pronounce upon the validity of any transaction or agreement entered into by the entity with its customers.

Background

It was observed that the entity was non-compliant with the directions issued by RBI on KYC requirements. Accordingly, notice was issued to the entity advising it to show cause as to why penalty should not be imposed for non-compliance with the directions.

After considering the entity's response, RBI concluded that the aforesaid charge of non-compliance with RBI directions was substantiated and warranted imposition of monetary penalty.

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(Yogesh Dayal)
Chief General Manager