

RBI invites public comments on the draft “Reserve Bank of India (Payment Banks - Responsible Business Conduct) Amendment Directions, 2026”

Public consultation no. C2R/2025-26/323

In the context of insurance agency business by Payment Banks (PBs), certain instructions on customer appropriateness and suitability and other related matters have been issued to PBs under the [Reserve Bank of India \(Payments Banks – Undertaking of Financial Services\) Directions, 2025](#). The extant instructions have since been reviewed. It has also been decided to issue comprehensive instructions on advertising, marketing and sale of financial product / service to all PBs under the [Reserve Bank of India \(Payments Banks - Responsible Business Conduct\) Directions, 2025](#). Accordingly, the [draft “Reserve Bank of India \(Payment Banks - Responsible Business Conduct\) Amendment Directions, 2026”](#) has been issued for public comments.

Additional comments or any attachments may also be submitted by email at mcsdorfeedback@rbi.org.in.

Last date for submission of comments is March 4, 2026.

Draft Directions [PDF \(288.05 KB\)](#)